



Dear Petersburg Residents:

It is a new year, one that promises to be exciting and productive for the City of Petersburg. We have been taking the right steps to put Petersburg on the path to be becoming a top destination to live, work and play. We will continue pushing forward to make important and positive improvements in our community, including our focus on civic pride, inclusiveness, workforce development and working to support local economic development.

The following pages will provide you with an overview and highlights many of our successes. Some of these highlights you probably would never see in the pages of our local newspaper or on the television, but they all make an impact on our communities. We couldn't begin to tell you everything here, so I also encourage you to visit www.IAmPetersburg.com to learn more.

We unveiled our new branding and marketing campaign, I Am Petersburg ® at the end of 2014. We are so excited about the new possibilities that Petersburg holds. Please use the hashtag #IAmPetersburg on Facebook and Twitter, and share with everyone all the things that makes this City so great, and what makes you Petersburg! From history to culture, to sports to entertainment, to food to museums, Petersburg is on the move!

As we move forward, we will remain grounded in accountability and strong financial management. We will serve every community and ensure that our city is poised for future growth and success.

Sincerely,

William E. Johnson, III
City of Petersburg, City Manager



Petersburg, Virginia is a city rich in history that is dedicated to providing superior services while cultivating pride.

We will provide ethical, dynamic and effective leadership, establish clear direction and priorities and model the mission and values in support of our common vision.

Goals

Create and maintain a...

1. Clean City

2. Safe City

3. Customer Service Centered City

4. Results Driven City



Bon Secours Richmond Health System established their first presence in Petersburg with the opening of the Freedom Healthcare Associates located in the Petersburg Freedom Support Center.

Economic Development

- Established a year round Farmer's Market with the addition of a Winter Market
- Bon Secours Freedom Healthcare Associates primary care medical facility opened for service
- Celebrated the opening or expansion of several businesses: 16 West, Old Towne's Alibi, the Buttermilk Bake Shop and the relocation and expansion of Maria's and Simona's and the opening of Andrs Wellness Consulting and Therapeutic Massage Center & Boutique
- Governor McAuliffe announced the arrival of Unitao Pharmaceuticals, LLC
- Acquisition of the former Fort Lee Regency Hotel located at 380 E Washington Street
- New interstate attraction signage touting the Siege Museum, Farmers Bank, Center Hill Mansion, Blandford Church, Blandford Cemetery, Dogwood Trace Golf Course and the Petersburg Sports Complex
- Awarded a five-year renewal of the Central Business District Enterprise Zone. The Central Business District Enterprise Zone is now authorized through 2019
- Opening of the Ward Center for Contemporary Art: A \$6 million mixed use project with 44 apartments, 56 artist studios and 2,500 square feet of event space
- Groundbreaking ceremony for Liberty Pointe Apartments



Unitao will invest \$22.5 million and create 376 new jobs.

Planning and Community Development

- 5 year Capital Improvement Program for Stormwater and Utilities approved
- Hosted a Developers Forum showcasing City owned property for sale and development opportunities
- Re-instituted the Sesquicentennial/Siege of Petersburg plaque program and panel installation
- Received grant from the Cameron Foundation for Centre Hill portico painting and shutter restoration/ installation project
- Nurtured partnership with Preservation Virginia to secure survey assistance and structural engineer report of the Jarratt House
- Through the Community Development Block Grant:
 - Repaired 10 homes owned by low-income families in the City
 - Constructed new public restrooms at Wilcox Lake



Petersburg Freedom Support Center

- Opened expansion site within five months of operation for education and training
- Increased from 5 to 18 onsite provides to offer maximum services and resources
- Launched the Veteran Bus Card program with Petersburg Area Transit
- Selected as one of the Boots to Suits clothing voucher sites by Junior League of Richmond in partnership with the Department of Veteran Services
- Hosted a client appreciation and recognition ceremony for 50 veterans who sustained center services
- Hosted the first Federal Bureau of Prisons “Camp Day” for 14 male veteran inmates
- One of the three recipients for the 2014 Veterans’ Affairs Community Partnership Award awarded by the Virginia Department of Veteran Affairs
- Served 1,654 new clients and 2,231 repeat clients

Petersburg Area Transit

- Secured funding for the Hopewell Circulator route and also provided bus shelters at transfer locations
- Opening of the Petersburg Station passenger lot and later successfully added lights to the lot
- Secured over \$600,000 in capital Federal Land Access Program funds to assist in purchasing three trolleys and for providing transit services to Battlefield Park
- Established a satellite location for GRTC RideFinders
- Increased transit bus advertising revenue by over 50%
- Ridership increased by 9%
- Completed Maintenance Facility Upgrade Study with the Department of Rail and Public Transportation
- Overall fares, weekly and monthly passes were lowered, and on all routes the transfer fee was eliminated

Hispanic Liaison

- Hosted the first consulate on wheels where more than 500 people had the opportunity to receive their passports and attend a community fair
- Established weekly HIV screenings at the Hispanic Liaison office in partnership with a grant from the Minority Health Consortium
- Coordinated the first Hispanic Heritage month with a month long celebration full of performances, art, food and music. Petersburg was able to host representation from the Mexican Embassy
- Partnered with the first mental health agency in the area, La Solucion Familiar (LSF) to provide resources to the Hispanic community
- Hosted the first El Juguetazo in partnership with Richmond and Chesterfield Multicultural Affairs and had the opportunity to distribute toys to more than 2,000 children



Office on Youth

- Received a grant from Crater Workforce Investment Group and Capital Area Partnership Uplifting People to provide services that focuses on Leadership, Life Skills, Education, Career, and Employment
- Served 90 youth between the ages of 16 to 21 with the following trainings: Leadership Development, Work Readiness Development, Career Development, Life and Social Development and Financial Literacy
- 79% of participants ages 18 thru 21 entered into employment or post-secondary education
- 100% of participants who were seniors graduated
- 35 youth participated in summer employment
- 22 youth participated in the Central Virginia Leadership Summit and one youth served as a youth ambassador for the summit
- 2 participants received an Associates Degree from Southside Virginia Community College





New library opened its doors to the community on April 26, 2014

Petersburg Public Library System

- Total checkouts reached the highest levels ever achieved in the 90-year history of the Petersburg Public Library System. Book checkouts showed a 68% increase
- Partnered with Petersburg Area Transit to provide transportation for daycares so that children could attend story times on a weekly basis
- Partnered with the Health Department and VCU Massey Cancer Center to provide health information and programs including an Open House, Yoga, Tai Chi, and Sit and Be Fit classes.
- Partnered with the Science Museum of Virginia to secure a grant to provide STEM programming
- Established new, recurring programs for children including Monday Funday, Craft Crew, bilingual story times, STEMsational Saturdays and Clever Canines Book Buddies
- Implemented a diverse offering of library programs. Highlighted programs included:
 - Local Author Expo and other book signings;
 - Senior Wills Program;
 - Received a “Created Equal” grant to implement a series of programs during Black History Month;
 - Partnered with the Petersburg Museums to provide the Traveling Civil War Exhibit;
 - Partnered with the Hispanic Liaison to provide programs during Hispanic Heritage Month
 - Implemented a Spanish language collection
- Implemented a Summer Reading Program with children reading over 2300 books during the summer





Parks and Leisure Services (PPLS)

- Installation of a state of the art scoreboard and a new sound system at the Petersburg Sports Complex
- Developed Parks & Leisure Services Facebook Page, Instagram and Twitter accounts
- Approved Community Development Block Grant Funding provided two new restrooms at Lee Memorial Park
- Purchase of a 15 passenger transit vehicle to transport seniors to programs and to transport students from school to after school programs
- Completion of Lakeside Boardwalk and Azalea Hill projects
- Developed and implemented a Teen Center Program for Teens. The program offers homework assistance, a hot daily meal in partnership with the Virginia Food Band, Art Classes, Teen Talk Sessions and a Teen Speakers Bureau

Dogwood Trace Golf Course

- Groundbreaking ceremony for the golf course clubhouse
- Served as the host of the 2014 CIAA Championship Golf Tournament
- Served as the host and assisted in the coordination of the inaugural Earth Day golf tournament
- Organized the 7th Annual Golf 4 Groceries event which donates food to the CARES food pantry in Petersburg
- Supported the Parks and Leisure Services free junior golf programs throughout the summer for 250 youth
- Organized and hosted the 2014 Virginia State University Fall Classic on behalf of the Virginia State University golf team
- Assisted and served as the home course for the Petersburg High School Golf Team who won their 2nd consecutive Conference championship



Communications

- Rollout of the City's branding campaign, I Am Petersburg ®
- Established the city's first public access channel
- Redesign of the weekly newsletter, Experience Petersburg to an electronic marketing solution

Finance/Purchasing/Risk Management

- Awarded 56 contracts, with an estimated savings of \$609,550
- Received the National Purchasing Accreditation (NIGP) Award
- Developed and implemented purchasing training seminar for City staff
- Implemented Surplus Property project generating an additional \$25,536.55
- Negotiated new insurance programs at a reduced cost without loss of benefits resulting in a savings of \$100,000
- Enhanced the payroll process to eliminate the submission of paper timesheets, reduce errors and create consistency in the process across city departments
- Received the Government Finance Office Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting
- Generated cash rebates of \$3,435.12 from the Staples Advantage Office Supply contract
- Achieved a reduction of 41.3% in auto liability claims
- Reduced Worker's Compensation claims by 27.8%
- Conduction 10 Loss Control training with participation of 101 city employees



Public Works & Utilities

- Restoration ceremony for South Side Depot (Phase I)
- Launched City-Wide GIS/Mapping on City's Website
- Provided In-house Design/Project Management Support for Completion of the following projects:
 - Western Hills Improvements (Phase II)
 - Wilcox Conservancy (Phase III)
 - Lee Park Improvements
 - Dogwood Trace Golf Clubhouse
 - Fire Station 2 and Fire Station 4 Restrooms
 - Siege Museum
 - General District Court Renovations
- Received the 2014 American Public Works Association Honorable Mention Award for Structures Less than \$5M for the Lee Park Tennis Courts Improvement Project
- Successful Implementation of Local Stormwater Management Program
- Design Commencement of Grant-Funded Water Quality Projects
 - Brickhouse Run Stream Restoration
 - Canal Street Bioretention
 - Lieutenant Run Stream Restoration
- Design Commencement of Stormwater Management Projects
 - Forest Lane Drainage Improvements
 - North Park Drive Drainage Improvements
 - Walnut Boulevard Drainage Improvements
- Replaced the roof at Fire Station 4 & 5
- Replaced the roof and made replacement repairs at Union Train Station and City Hall
- Remodeled third floor of 20 East Tabb Street to accommodate the relocation of the Magistrate's Office
- Replaced roof at Hustings Court
- Constructed new pavilion adjacent to the Farmer's Street pool
- Converted the City's existing gas/diesel fuel island to a computerized fuel key system
- Installed 1,219 linear feet of curb and gutter and 1,315 square yards of sidewalks
- Paved 8.17 miles of lanes, milled 184,158 square yards of asphalt, and applied 51,923 linear feet of thermoplastic striping to City streets
- Collected 1,770 tons of residential curbside recyclables with our partner Container First Services.
- Patched 3,873 potholes and over 500 utility cuts
- 2,961 hours on sweeping services
- 5,685 hours in sign maintenance
- Over 7,500 hours of unstopping catch basins and culverts to improve drainage
- Over 3,800 hours of citizen leaf collection during the annual leaf collection program
- Successfully picked up over 16,119 hours of litter pickup to contribute to the beautification of the City streets and roadsides

Social Services

- Foster Care and Adoption Team achieved permanency for thirteen youth in foster care through adoption
- Launched the Petersburg Fatherhood Initiative to enhance personal responsibility, safety and cooperative parenting, by promoting the importance of father involvement and encouraging the development of healthy families
- Assisted over 100 individuals, through the generosity of 32 sponsors during the holiday season
- Served 18,133 clients in Benefit Programs
- Recognized by the Governor of the Commonwealth of Virginia for leadership in furthering successful prison reentry at the local level for innovation as a convener of one of Virginia's Reentry and Community Collaboration Councils

Cultural Affairs, Arts and Tourism

- Offered the first Black History Month programming series
- AMC's series of TURN found a home in Petersburg and began to use historic facilities to tell its story of the Revolutionary War. This drama about Washington's Spies began production in 2013 and has continued through the year
- Hosted the 2014 New Millennium Studios and Legacy Media Institute International Film Festival where more than 1500 people experienced film, heritage, creativity and culture. Guests included Nikki Giovanni, Shari Belafonte and Rae Dawn Chong
- Pocahontas Island was home to 500 people for the inaugural Juneteenth Festival hosted by the City of Petersburg
- Five non-profits joined with the City of Petersburg to offer a "Week of Wonder" WOW History Camp to twenty-five children (rising fifth and sixth graders). City Museums, Historic Petersburg Foundation, National Park Service, Virginia State University, and the Willcox Watershed Conservancy formed a partnership to educate Petersburg's youth about the rich history of their city
- Meg Ryan chose Petersburg, Virginia to make her debut as a film director in the production of Ithaca

Human Resources

- Completed Phase 2 of the organizational analysis and staffing study. Phase 2 is a review of the City's classification system
- Purchased a new electronic Applicant Tracking System (ATS) powered by NEOGOV. The applicant tracking system will completely automate the City's application process
- Updated the City's Personnel Policies and Procedures Manual and the Administrative Regulation on City Vehicle and Motorized Equipment Usage



Petersburg Fire, Rescue and Emergency Services

- Redistricted for better response times to include the establishment of the new Fire Medic 3, Advanced Life Support (ALS) to respond out of the West End fire station
 - Hired 26 part time ALS providers
 - Initiated Emergency Medical Dispatch program
- Demolished 39 blighted properties, some in partnership with the Virginia National Guard for Operation Renew
 - Initiated inaugural “Fight the Blight” community public outreach program
- Deployed 5 Thermo-Imaging Cameras on front line apparatus
- Accepted the delivery the new 2015 KME engine/pumper to replace the 1988 Seagrave engine/pumper

Petersburg Juvenile Community Crime Control Program (PJCCCP)

- 80% of the juveniles enrolled in PJCCCP met the requirements for successful completion of the program, surpassing the 75% successful completion rate
- Recidivism rate for FY14 is 7% lower
- The Law Related Education group was successfully redesigned to better serve the youth in the City of Petersburg. The program went from a six week to an eight week evidenced based program
- Partnered with Petersburg Public Schools and Cooperative Extension to start a Youth Academy (Project YES Club) to provide support, motivation, and monitoring to 9th grade and rising 10th grade students during the school year to improve their academic performance, attendance and behavior

Community Corrections

- Continued partnership with the Minority Health Consortium for free on site HIV testing, education and counseling
- Implemented pretrial services in Petersburg
- Petersburg selected as one of six Virginia Evidence Based Decision Making sites

Petersburg Bureau of Police

- 31% reduction in property crimes
- 27% in major crimes
- Provided food for over 130 families during the Thanksgiving season
- Assisted over 50 families during the toy drive
- Completed six training processes for 15 new hires

2015 CALENDAR

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
4	5	6	7	8	9	10	11	12	13	14	15
11	12	13	14	15	16	17	18	19	20	21	22
18	19	20	21	22	23	24	25	26	27	28	29
25	26	27	28	29	30	31					

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
3	4	5	6	7	8	9	10	11	12	13	14
10	11	12	13	14	15	16	17	18	19	20	21
17	18	19	20	21	22	23	24	25	26	27	28
24	25	26	27	28	29	30	31				

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
3	4	5	6	7	8	9	10	11	12	13	14
10	11	12	13	14	15	16	17	18	19	20	21
17	18	19	20	21	22	23	24	25	26	27	28
24	25	26	27	28	29	30	31				

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
3	4	5	6	7	8	9	10	11	12	13	14
10	11	12	13	14	15	16	17	18	19	20	21
17	18	19	20	21	22	23	24	25	26	27	28
24	25	26	27	28	29	30	31				

2016 CALENDAR

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
3	4	5	6	7	8	9	10	11	12	13	14
10	11	12	13	14	15	16	17	18	19	20	21
17	18	19	20	21	22	23	24	25	26	27	28
24	25	26	27	28	29	30	31				

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
3	4	5	6	7	8	9	10	11	12	13	14
10	11	12	13	14	15	16	17	18	19	20	21
17	18	19	20	21	22	23	24	25	26	27	28
24	25	26	27	28	29	30	31				

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
3	4	5	6	7	8	9	10	11	12	13	14
10	11	12	13	14	15	16	17	18	19	20	21
17	18	19	20	21	22	23	24	25	26	27	28
24	25	26	27	28	29	30	31				

2017 CALENDAR

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
8	9	10	11	12	13	14	15	16	17	18	19
15	16	17	18	19	20	21	22	23	24	25	26
22	23	24	25	26	27	28	29	30	31		
29	30	31									

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
3	4	5	6	7	8	9	10	11	12	13	14
10	11	12	13	14	15	16	17	18	19	20	21
17	18	19	20	21	22	23	24	25	26	27	28
24	25	26	27	28	29	30	31				

JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
S	M	T	W	T	F	S	M	T	W	T	F
		1	2	3	4	5	6	7	8	9	10
3	4	5	6	7	8	9	10	11	12	13	14
10	11	12	13	14	15	16	17	18	19	20	21
17	18	19	20	21	22	23	24	25	26	27	28
24	25	26	27	28	29	30	31				



@PetersburgV



CityofPetersburgVA