

**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)

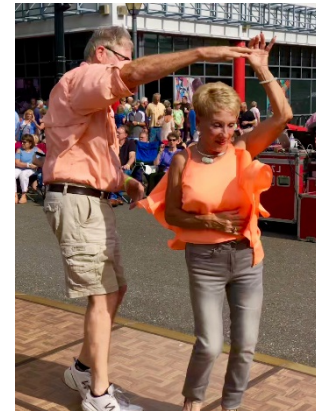
- *\$150K savings in overall marketing and promotional advertising, and over \$100K received in value-added media*
- *Continued expansion of marketing to Western Hpt. Rds.*
- *Maintained designation as a certified Visitor Information Center since 2008 (over 11 years).*
- *Over 33K received in Virginia 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 4<sup>th</sup> 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



The logo features the letters 'Q', '&', and 'A' in a stylized font. The 'Q' and 'A' are white with a blue outline, while the ampersand is yellow with a blue outline. The text is centered within a green oval that has a yellow border, all set against a dark blue background.

Q&A