



**Keeping Citizens Informed and Involved
August 26, 2009**

**City Council:
New goals for a new fiscal year**

In early August, the City Council held its yearly goal-setting workshop. During the two-day meeting, council members reviewed and reaffirmed their long-term vision for the city. They also discussed past successes, current challenges and action plans for the future. The result is a set of prioritized goals for the next five years and supporting objectives that should be met in the next year.

Vision for 2023

- * Virginia Beach is the leading city in Virginia.
- * Virginia Beach is a community with diverse, distinctive neighborhoods, a diverse local economy, diverse living choices and an effective transportation system.
- * Virginia Beach has a beautiful, natural setting and resources, a first-class resort and a vibrant Town Center.
- * Our people enjoy great schools and places to have fun.

Goals: 2009-2014

Goal 1: Create a Financially Sustainable City Providing Excellent Services

Top Objectives

- * Understand the price of government is linked to the cost of services and citizens' ability to pay.
- * Deliver services in the most cost-effective manner.
- * Develop a mechanism for measuring the value of services, the impacts and achievement of goals.
- * Greater citizen satisfaction and with easy access to city services.
- * Provide reliable delivery of daily services.

Goal 2: Grow and Diversify the Local Economy

Top Objectives

- * Retain and grow existing businesses.
- * Expand military presence and military-related business bases.
- * Position the city and region to take advantage of alternative and renewable energy businesses.
- * Plan and develop the Strategic Growth Areas.
- * Develop Burton Station as a major business center.

Goal 3: Improve the Transportation System

Top Objectives

- * Better traffic flow, less congestion.
- * Better mass transit with increased local ridership.
- * Safer streets and intersections.
- * More alternative modes of transportation.
- * Secure adequate funding for transportation projects.

Goal 4: Revitalize Neighborhoods and Plan for the Future

Top Objectives

- * Safer neighborhoods.
- * Reuse aging commercial areas.
- * Improve neighborhood infrastructure and city amenities.
- * More property owners investing in upgrading homes and properties.
- * Use community vision, Strategic Growth Area plan and Comprehensive Plan to guide future development and land use.
- * Protect natural resources and waterways.
- * Design "center" for citizen assistance and plan review.

Goal 5: Be a Competitive, First Class-Resort for Residents, Businesses and Tourists

Top Objectives

- * Safer and more inviting environment for families: 24 hours a day.
- * More variety of activities, including hosting more sporting events.
- * Become a year-round destination.
- * Optimize the potential of the Convention Center.
- * Increase residents' understanding of the value of tourism to the community, and their enjoyment of the resort.
- * Increase marketing the resort as a year-round destination.

**Beach Police Earn Re-Accreditation from CALEA
Only Police Department in S. Hampton Roads**

They came, they saw, they approved.

A prestigious national accrediting body recently visited Virginia Beach to assess the city's Police Department. Rarely does the assessment team walk away without any complaints. But it happened here.

Not only did the department meet all the mandatory standards (80 percent is all that is required), it also met 100 percent of the optional standards.

As a result, the Virginia Beach Police Department is now fully re-accredited by the Commission on Accreditation for Law Enforcement Agencies, or CALEA. It is the only municipal police department in South Hampton Roads accredited by the commission. Only 12 others in the state are also accredited

Through CALEA, the Police Department has voluntarily complied with 463 standards, including improved crime prevention and control capabilities, management procedures, fair and non-discriminatory personnel practices, improved service delivery, inter-agency cooperation and coordination, and citizen confidence and satisfaction.

Bernard A. Murphy, team leader for CALEA, wrote: "The Virginia Beach Community remains one of the safest of the major cities in the United States. The agency shares the responsibility to maintain this distinction through its various community policing initiatives, community advisory council, and precinct advisory committees. The agency has made a significant invest in developing and maintaining a strong relation with all factions of its diverse community and has seen a return on its investment in the form of great community support."

Police Chief A.M. "Jake" Jacocks said, "CALEA accreditation has strengthened our agency's accountability, both within the department and in the community."

**Light Rail Study Begins
Information Meetings: Sept. 9 and 10**

It's your choice: How do you want to get to work? To the beach? To downtown Norfolk? We're not sure. We want to know more. So we're studying the issue.

In May, Hampton Roads Transit hired a consulting firm with national experience – HDR Inc., with offices in Norfolk and Virginia Beach – to conduct a year-long study of alternatives. The company will study possible transit lines from Norfolk to the Virginia Beach Oceanfront, roughly along the Norfolk Southern rail tracks.

One alternative, of course, is extending Norfolk's light rail line. The study will identify potential station locations, where the line could go east of Birdneck Road to the resort area, preliminary cost estimates and more.

We want to hear from you. There will be lots of opportunities to tell us your thoughts. The first is coming soon.

HRT will hold two public information meetings next month in Virginia Beach. Both are from 6 to 8 p.m.:

- **Sept. 9 – Princess Anne High School, 4400 Virginia Beach Blvd.**
- **Sept. 10 – Virginia Beach Convention Center, 1000 19th St.**

Also, we are forming a Community Advisory Committee of people who live and own businesses within a quarter-mile of the proposed transit line. It will meet four times in the coming year. Study committees also are being created to gather input from the community, technical experts and other interested parties and to help guide the study process.

As the study progresses, there will be lots of communication – presentations to civic leagues and business groups, monthly e-mail updates, an electronic quarterly newsletter, community events, updates by Twitter and Facebook and more.

Visit www.VBgov.com/transitstudy or www.gohrt.com/vbtes.

Minority Business Council to Host Expo

The Virginia Beach [Minority Business Council](#) will celebrate its 14th year by hosting a Small Business Revitalization Summit and Expo on **Thursday, Nov. 5, from 2 to 7 p.m.**, at the **Westin Virginia Beach Town Center**, 4535 Commerce St. Register online for this free event at www.regonline.com/mbcexpo2009. All are welcome.

The event will kick off with a general session featuring an awards ceremony and keynote address by writer Dennis P. Kimbro, author of *Think & Grow Rich: A Black Choice*.

At the event, contractors, vendors and suppliers will meet and network with staff from cities including Virginia Beach, Hampton, Chesapeake, Newport News and Portsmouth, as well as federal, state and municipal government agency purchasing professionals. Representatives will talk about procurement policies and bidding techniques, requirements for providing architectural, engineering and construction services, small purchases, goods and services.

During the summit, the council will present Small, Woman-Owned and Minority-Owned Business Awards to vendors or contractors who have made outstanding contributions to the City of Virginia Beach. Diversity Champion Awards will be presented to large businesses and prime contractors who demonstrate an increasing utilization of woman-owned and minority-owned businesses. For the first time, a Service Disabled Veteran-Owned Business Award also will be presented.

The [Virginia Beach City Council](#) established the Minority Business Council in 1995. The 11-member panel advises the city manager and City Council on procurement policies and procedural issues. For more information about the Minority Business Council, please visit www.VBgov.com/mbc or call (757) 385-4438.

Parents: Keep a Close Watch on Children at the Beach

Moms and dads, if you're heading to the beach on Labor Day weekend, or any weekend, never take your eyes off your children!

During the 4th of July weekend, city lifeguards and police officers responded to more than 177 reports of lost children and 83 rescues or assists from the water. Fortunately, all 177 children were found and no one drowned. But parents *must* watch small children closely, especially while they are ocean swimming or near the water's edge.

Lifeguards are strategically stationed across the resort area and they are on duty from 9:30 a.m. until dusk every day through Labor Day. Their job is to look for swimmers in distress. They are not there to babysit. Accidents can happen very quickly and children can easily get knocked over by waves, distracted or wander off. They can easily get lost in the crowd.

NEVER leave your children unattended. Teach your children to go to a lifeguard stand if they become lost. Teach them your phone number, if you are carrying a cell phone. For more summer safety tips, visit www.VBgov.com/dept/ems/safety

Upcoming event:

Verizon Wireless American Music Festival

Friday, September 4 to Sunday, September 6
Virginia Beach Oceanfront
Various stages and times
Headliners: Heart, Boyz II Men, Black Crowes

The largest outdoor musical event on the East Coast returns to the Virginia Beach resort. Buy a passport pin for \$30 and receive admission to every show, or buy tickets to individual shows. Call 425-3111 or visit www.beachstreetusa.com.

Upcoming event:

East Coast Surfing Championships

Thursday, August 27 to Sunday, August 30
8 a.m. to 5 p.m.
Virginia Beach Oceanfront
2nd Street to 9th Street

The second-oldest continuously-run surfing contest in the world is back. More than 100 professional surfers and 300 amateurs will "ride the curl" and compete for \$15,000 in cash prizes. Held annually in Virginia Beach since 1963, ECSC is more than just surfing. Other competitions include skimboarding, volleyball, an oceanfront 5K run, a swimsuit competition and skateboarding. Live bands perform for free on an oceanfront stage throughout the weekend.

www.surfecsc.com

City Council Meetings

Workshops

Sept. 1 and 15 - Usually 4 to 6 p.m.
City Council Conference Room, City Hall, 2nd Floor

Formal Meetings

Sept. 8 and 22 – 6 p.m.
City Council Chamber, City Hall, 2nd Floor
Preceded by informal session - Time to be determined

Call the City Clerk's Office at 385-4303
or visit www.VBgov.com/city_hall.



Contact Us:

Media & Communications Group
2401 Courthouse Dr., Suite 220
Municipal Center, Bldg. 1
Virginia Beach, VA 23456
Main: (757) 385-4679
mcg@vbgov.com