



## New County Web Site Launched

Written by Karen Vacchio, Public Information Officer, Frederick County Parks & Recreation and Jeremy Coulson, Webmaster, Frederick County IT

*“The new web site is a huge improvement to the way Frederick County does business and communicates with the public.”*

In an effort to better serve the community through electronic communications and online services, Frederick County Government has launched a new web site.

Kris Tierney, Assistant County Administrator, is pleased with the new site: “The new web site is a huge improvement to the way Frederick County does business and communicates with the public. The ease of navigation, the streamlined content, and the growing number of online services all make for a better experience for the end user.”

Enhancements to the new web site include standardizations such as contact information on

the homepage of every department; a “How Do I” menu lists answers to common questions such as “how do I pay taxes?” and “how do I sign up for emergency alerts?”; news, events, and meetings all listed on the home page; and there is one-click-access to budget information, tax information, parks and recreation, and recycling.

Frederick County has a large number of online services available to the public and during the migration of information to the new site, departments went to great lengths to make these services as easy to find and use as possible. Efforts were made to shorten content and make it better fit the instant-information

world in which we live.

Jeremy Coulson, Webmaster, points out that the “responsive design supports any device or modern browser. We anticipate an increased growth of mobile technology and this puts us in a position to have a relevant and useful website for at least the next several years. More and more people are doing business and planning their lives in the palm of their hand and we feel good that we can now accommodate them.”

The Web Committee, comprised of staff members from various departments, felt the web site needed to be updated and began the process by looking closely at what the users wanted and needed from a new site. Easier and more intuitive navigation, less text, and better access to online services topped the list. The committee feels those items and a lot more have been accomplished with the new site. They also examined what they, as web editors for their respective departments, needed to continue to maintain the site and be more productive in their efforts. It was determined that a content management system would meet those needs and the county hired a company that specializes in government web sites. The new site was designed and built by Vision Internet. They have been in the business of making local government websites for 17 years and that knowledge proved to be very valuable throughout the process.



# PROFFERS

## FY 2013 PROJECTS

**Parks and Recreation:** \$57,699.00 for a Mini Bus (photo right).

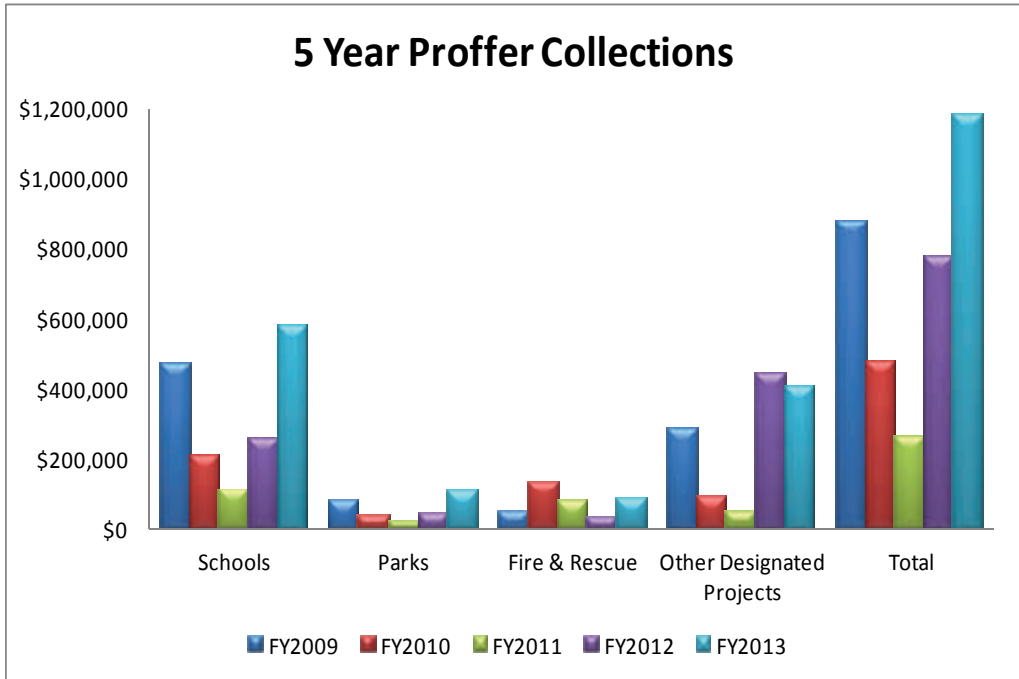
**Greenwood Fire & Rescue:** \$25,211.38 to supplement the cost of an ambulance (photo below).

**Transportation Rt.11 North.:** \$650,000.00 revenue sharing with the VDOT.

**Clearbrook Fire Company:** \$15,000.00 for station renovation and HVAC replacement.



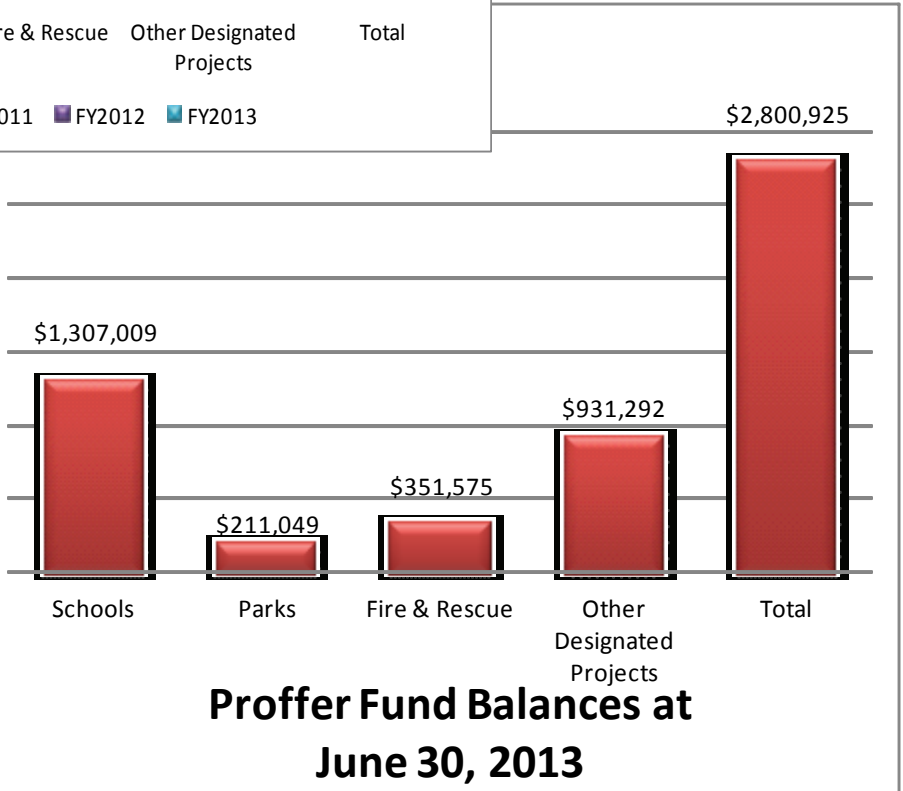
### 5 Year Proffer Collections



*A proffer is an offer of cash or property. This usually refers to property, cash or structural improvements offered by developers in land development projects to mitigate the impact of development on the taxpayer.*



**Greenwood Ambulance 18-3**  
Photo courtesy of Christine Langley-Obaugh



# Mountain Bike Trails at Sherando Park

## Community involvement at the right time...

*Written by Jon Turkel, Park & Stewardship Planner, Frederick County Parks & Recreation*

The new Mountain Bike trails at Sherando Park provide a great example of the community coming together to meet a community need. Hundreds of volunteer hours have, and continue to expand a new and exciting recreational amenity at Sherando Park. How these trails came to be is a story of the volunteer community doing some heavy lifting and an idea whose time had come.

While the bulk of park users are familiar with developed areas of the park, most do not realize that almost half the available acreage is yet to be developed. This perception started to change with the completion of a paved shared use path on the north side of the park which showed the public just how much land Sherando contains. This access was met

with a great show of public support highlighting the need to put to use more of the parks acres.

At about this same time the popularity of mountain bike trails at the Third Battle of Winchester site in the Stonewall district was growing. These trails were installed by the Winchester Wheelmen in conjunction with the Civil War Trust (the property owner) and brought a wealth of trail building knowledge to the community. This mutually beneficial partnership also provided a model by which Frederick County Parks and Recreation saw an opportunity.

With the blessing of the Parks and Recreation Commission, staff designed a trail network and invited the community in to help with building trails. The

response was great, evening work sessions brought dozens of volunteers out to clear brush, move dirt and make new acquaintances. In short order the 'sweat equity' paid off and Sherando Park had its first mountain bike trail. Continued work allowed two more sections of trail to open and as this report goes to press yet another section is being worked on.

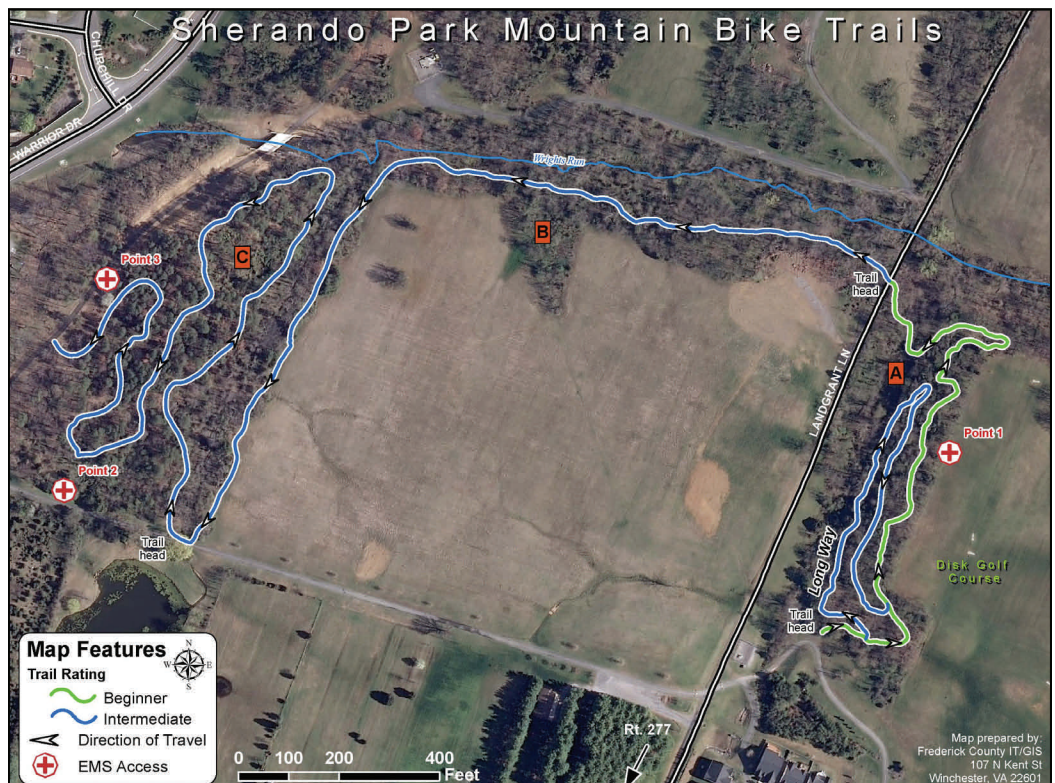
In just over half a year since the first volunteer group started trail construction nearly 1.5 miles of what has been termed 'sweet' single track trail is now open for public enjoyment. As work continues, plans call for the creation of close to 4 miles of trail, all volunteer built for the benefit of the community.



**Sherando Park Single Track**  
*Photo courtesy of Jon Turkel*



**Volunteer Susan Musanto,**  
**Winchester Wheelmen member**  
*Photo courtesy of Jon Turkel*



# Helping Existing Businesses Grow & Expand

Written by Wendy May, Marketing Manager, Winchester-Frederick EDC

The Winchester-Frederick County Economic Development Commission (EDC) has been driving the economic vitality of the region forward for more than 30 years, facilitating in excess of \$1 billion in capital investment and the creation of more than 8,000 jobs. Studies have shown, and our community has historically seen, that existing business expansions account for more than 80% of economic growth annually. The EDC uses a variety of programs and services to encourage existing businesses to expand in our community.

The EDC operates a comprehensive existing business development program. Fostering a collaborative environment among businesses, ensuring a viable and growing local workforce, and creating awareness of state and regional resources is critical to the overall health of the local business economy. The following are just a few of the resources the EDC provides:

## Community Industry Forums

Executives from the area's existing businesses meet six times per year to network, share best-practices, and learn about leading industry topics. Previous forum topics have included OSHA regulations, workforce development opportunities, and a year-long green series about energy efficiency. Last year 300+ representatives attended the meetings and more than 80% of attendees reported utilizing information presented.

## Workforce Development: Career Awareness Program

Each year more than 600 students, teachers, and counselors from the area's middle and high schools participate in tours of community businesses. In 2012, there was an 80% change in perception about Winchester-Frederick County businesses offering quality career opportunities, as gauged in pre- and post-tour survey responses. Equally important are the VIP tours (held annually) which take local and state officials, business leaders, and workforce development allies through an existing business to garner support for a comprehensive workforce training pathway. Eighty-seven allies participated in 2012 and 100% of them stated they would recommend a career at the featured business. Helping students understand that there are quality careers in Winchester-Frederick County and ensuring they are supported by educational opportunities that assist them in obtaining these careers is paramount in maintaining a viable workforce for our businesses.



Career Awareness Tour at Thermo Fisher Scientific

Photo courtesy of Wendy May

## EDC Call Team

To keep a constant pulse on existing businesses in Winchester-Frederick County, the EDC utilizes a Call Team comprised of retired business professionals. The team visits companies on a rotational basis to gather further intelligence about the drivers behind the existing business base. This also allows businesses to share issues they may be experiencing so the EDC can work to bring those to positive resolution. The Call Team completes approximately 80 visits each year.

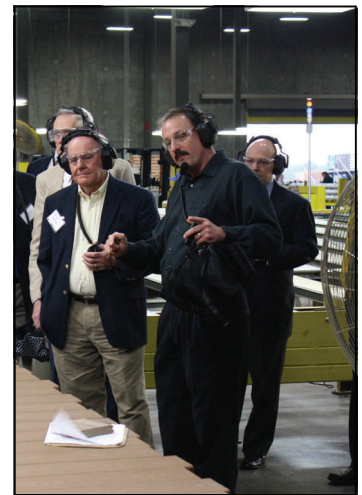
## Expansion Assistance: Bringing Resources Together

The EDC works with several other agencies, both at the state level and locally, to present a comprehensive package of resources to businesses seeking to expand. The Virginia Jobs Investment Program supports businesses with workforce training assistance, while the Governor's Opportunity Fund can provide performance-based grants tailored to the level of investment a company is making, given they

have met certain pre-qualification criteria. The On-The-Job Training Program, coordinated through the Shenandoah Valley Workforce Investment Board, is another option for workforce training assistance. Qualifying companies can receive partial salary and training reimbursement to upgrade the skill sets of new hires.

While the support and growth of existing business is the EDC's top priority, it also operates a robust proactive marketing program to target the location of new businesses. Stay tuned to next quarter's newsletter to learn more about that program.

In the meantime, visit [winva.com](http://winva.com) to learn more about economic development in WFC! While you're there, sign up for NewsBreak, the EDC's quarterly newsletter. To stay up to date on community news, make sure to like the Winchester-Frederick County EDC on Facebook.



VIP Tour at Trex Company

Photo courtesy of Wendy May

## eCycle Program Sets New Record

Written by Gloria Puffinburger, Solid Waste Manager, Frederick County Public Works



A member of the Community Inmate Workforce stacks computer processors for transport  
Photo courtesy of Gloria Puffinburger

The Regional Electronics Recycling Program, eCycle, is wrapping up a record-setting year, diverting in excess of four million pounds of electronics from the local landfill since its inception in 2001.

In July, the program attracted 259 residential recyclers and 14 businesses, resulting in the collection of 296 televisions, 91 computer screens, 66 computer processors and scores of cables, keyboards, printers, copiers, cell phones and other electronic e-waste. An average of 51,100 pounds of e-waste was collected

and recycled during the final three months of FY 2013. The yearly total was 502,680 pounds or 251 tons, a new diversion record.

During 2013, the county entered into a contract with a local vendor, C2 Management LLC, which processes and markets e-waste collected from area businesses and residents. C2 transports materials to its facility in Berryville where hard drives are destroyed, and electronics are de-manufactured into glass, metal and plastic components. Plastics and metals are sent out to scrap dealers and used in the manufacture of new products. Screens are shipped to a glass processor in Ohio and utilized in the making of new televisions and computer screens. No cathode ray tubes (CRT) screens are resold domestically or overseas, although a select few flat screen televisions are repaired and resold. C2 operates under a “no landfill” policy and is ISO 14001 and R2 certified.

R2 certification is a voluntary program offered by the U.S. Environmental Protection Agency which subjects participants to audits ensuring safety, best management practices and the responsible management of used electronics.

Moving forward, eCycle contin-

ues to maintain high environmental standards, while operating on a fee-sustaining basis. It is in the management of lead and mercury-containing screens where the greatest costs are incurred. For this reason, a management fee is collected from recyclers during events for each television and computer screen accepted. During the last quarter of FY 2013, the program collected fees totaling \$19,127, offsetting transportation costs. Logistical support is provided by the regional landfill and the Community Inmate Workforce, a source of no-cost labor.

Nationally, the recycling of spent electronics has grown to 25 percent. During the decade of 1999 to 2009, 438 million tons of electronics were sold in the U.S., according to the EPA, while three million tons was deemed obsolete and awaiting end-of-life management. Hence the continued need for programs such as eCycle which offer a responsible, convenient and affordable option for the diversion of not only lead and mercury-containing screens, but all types of broken and obsolete electronics.

A schedule of upcoming recycling events, along with other information, can be found online at [www.fcreecycles.net](http://www.fcreecycles.net).



A C2 employee dismantles a computer processor at their Berryville facility  
Photo courtesy of Gloria Puffinburger



# Frederick County Finance Committee Summary of Action Items

The Finance Committee generally meets at 8:00 a.m. on the third Wednesday of each month in the First Floor Conference Room in the County Administration Complex. The committee is comprised of four board members and three citizen members.

The primary function of the committee is to review matters of a financial nature including proposed changes to fiscal/procurement policies and the review and recommendation for matters of a financial nature coming forward to the Board including, but not limited to, supplemental appropriations, transfers and contracts.

The following were the meeting dates for the 2nd quarter of 2013:

April 17, 2013

May 15, 2013

June 2013—canceled

All Finance Committee Agendas and Reports can be found online at <http://www.fcva.us/departments/f-n/finance/finance-committee>.

## Energy Plant

*(Continued from page 1)*

we are currently soliciting for a short term contract to sell these credits into the future. With this addition, the total revenue for FY 2013 is \$700,850.

The following are supplemental appropriation request which required no local funds:

### General Fund

- \$5,274 for various reimbursements and donations received by the Sheriff's Department;
- \$352,416 reduction for the Department of Social Services state/federal dollars;
- \$14,835 excess revenue collected by Fire & Rescue to be used for overtime costs;
- \$200 for a donation received by the Fire & Rescue department; and
- \$15,000 proffer funds appropriated for station renovation and HVAC replacement at Clear Brook Fire Company.

The following are supplemental appropriation requests which required local funds:

### General Fund

- \$25,000 for the Sheriff's Department overtime costs; and
- \$95,400 for continuing Sheriff's Department IT projects.

The committee also held discussions on the following topics:

- Contributions to outside agencies;
- 2011 Frederick County Fire & Rescue Companies Audit Findings and Recommendations;
- Russell 150 Community Development Authority; and
- Tax exemption for The Village at Orchard Ridge.

This past May and June we performed major overhauls to the two engines. This was the standard factory required 20,000 hour service. The cost of overhauling both engines was \$259,080. This major expense contributed to a estimated total

FY 2013 expenditure of \$598,093.

The recent rebuild, and the facilities maintenance program will ensure that the plant will continue to operate in a manner that benefits the landfill and the County in whole.



**Summer in Full Bloom**  
*Photos courtesy of LeeAnna Pyles*

## County of Frederick

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### Connect with Frederick County

**Find us. Follow us. Stay connected.**

Government-to-citizen communication is evolving rapidly with web technologies and Frederick County is embracing these new ways to reach those we serve.

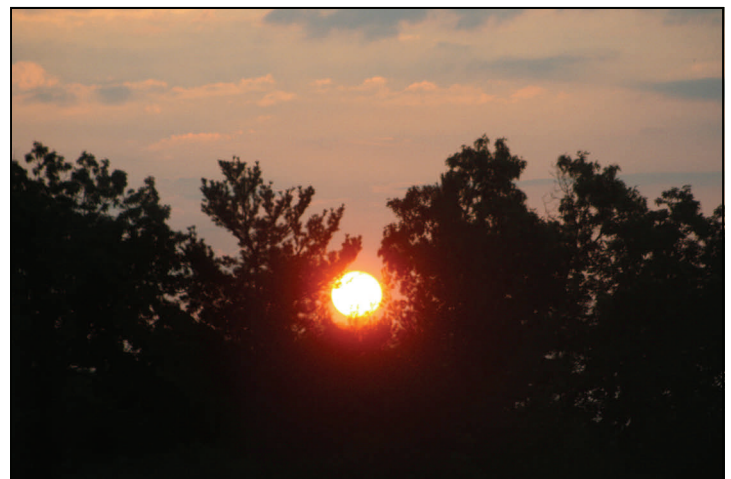
<http://www.fcva.us/about-us/social-media>



**WE'RE ON THE WEB!**  
**WWW.FCVA.US**

## National & Local Headlines

- General Electric posted a slight gain in quarterly net income, earning \$3.13 billion, and said U.S. operations are picking up steam; revenue fell 4%.
- Delta Air Lines will hire 300 pilots starting in November, its first pilot hiring since 2010.
- A federal study on fracking shows no evidence that chemicals from the drilling process moved up to contaminate drinking water aquifers at a Pennsylvania site.
- The parent of American Airlines posted \$220 million quarterly profit.
- Verizon Wireless added 941,000 devices to its contract-based plans for the quarter, and reported net income of \$2.5 billion, up 23%.
- Morgan Stanley, the nation's sixth largest bank holding company, earned \$1.19 billion for the quarter, up 66%.
- Regional unemployment rate for May 2013 was 4.6% compared to 5.2% in May 2012.
- Frederick County government, as an employer, had \$14,748 in unemployment claims for the June 2013 quarter compared to \$2,548 for the June 2012 quarter.



**A Summer Sunrise at the Frederick County Public Safety Building**  
*Photo courtesy of LeeAnna Pyles*