



MEMORANDUM

TO: Mayor Tomzak and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: April 17, 2012
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

Child Abuse Prevention Month - April is Child Abuse Prevention Month in Virginia. The City of Fredericksburg Protective Services Unit uses this designation to increase awareness of the issues that impact families. During fiscal year 2011, the Department of Social Services (DSS) received 406 child protective service referrals. Of those referrals, 281 were accepted, 153 were conducted as family assessments, 102 were investigated, and 45 were founded for abuse/neglect. The following is a listing of activities the Department will host or participate in during the month of April:

- On April 2, Child Protective services staff attended the 2012 Virginia Child Abuse and Neglect Prevention Conference in Richmond.
- On April 3, Child Protective services staff attended the 2012 Commander's Leadership Breakfast titled "Shared Commitment" at Marine Corps Base Quantico.
- On April 3, Child Protective Services staff hosted a brown bag lunch at the Department to kick off child abuse prevention month and educate DSS staff on the CPS process, types of abuse/neglect and mandated reporting. Over twenty people attended.
- On April 4, child welfare staff attended a conference at James Monroe High School called "Breaking Down the Myths". The conference was put on by the Coalition for a Community without Violence.
- During the first week of April, blue pinwheels, the symbol for child abuse prevention, were distributed to Department staff and community partners. The pinwheels represent hope, health and happiness - what is desired for all children everywhere.
- During the week of April 9, blue ribbon candy pops will be distributed to DSS staff and community partners. The lollipops were handmade by the Protective Services staff. The Protective Services unit hopes that handing out a simple reminder each week during the month of April will heighten awareness of Child Abuse Prevention.
- On April 11, the Department will host Dress Down for Prevention. On this day DSS staff can dress down for the day by donating \$5 to the Safe Harbor Child Advocacy Center.
- During the week of April 16, pinwheel lapel pins will be distributed to DSS staff to wear for the remainder of the month.

- The Department has partnered with Head Start to provide parenting classes as part of the "Providing Safe and Stable Families" grant.

City and Library Employees Win Top Dog Award for 3rd Consecutive Year - For some years now, City employees have banded together with the employees of the Central Rappahannock Regional Library to form a team that competes with surrounding jurisdictions in the Pacesetter Campaign for the Rappahannock United Way. Competing in the Local Government division, the combined City/Library group won the "Top Dog Award" for the third straight year. City Manager Beverly R. Cameron was the Chairman of this group.

In order to make the competition fair among the jurisdictions of different sizes and capacity for giving, the criteria considered for the award include: total number of donors as a percentage of total employee population, total dollar amount of donations/pledges and the percent of increase over the previous year's amounts, the average amount of gifts, and the per capita gift. The combined City/Library employee contributions were as follows for this year:

- 275 donors, representing 33% participation of the employee population
- \$41,725 total donations a 13% increase over last year's \$36,958
- \$152 average donation
- \$51 per capita gift

The real winners in these campaigns are the individuals and families served directly or indirectly through the agencies receiving funding through the Rappahannock United Way. These efforts may be viewed in more detail by visiting the RUW's website, www.RappahannockUnitedWay.org.

Cox Conserves Heroes Program – The City of Fredericksburg nominated Fredericksburg resident Anne Little for the [Cox Conserves Heroes Program](#), and Anne has been chosen as the finalist to represent the Northern Virginia area. The nomination stressed Anne's work in restoring the tree canopy in the City through the Tree Fredericksburg organization and her work on recycling programs through her involvement in the Clean and Green Commission. The winner of the online voting for the Cox Conserves Heroes Program will receive \$10,000 to be placed toward the winner's favorite non-profit organization. The remaining two finalists will receive \$2,500. Online voting is available April 9 - 30, with the winner to be announced in May.

Parks and Rec Promotional Giveaway - The Fredericksburg Parks and Recreation Department ran a promotional giveaway on Facebook that provided one follower with a free week of summer camp for their child. The winner of the promotion was selected at random and announced on the [Facebook page](#) on April 4. The marketing campaign helped the department gain over 400 Facebook fans on its page, with an overall audience reach of over 1000.

Sunshine Ballpark – Two of the three fields at Sunshine Ballpark are now operating in full swing. The Ability Field and Griffith Stadium are hosting players from the Challenger League, King George Little League, Stafford Baseball League, Spotsylvania Little and Babe Ruth Leagues, and will begin hosting Fredericksburg Parks and Recreation teams on April 23. The third field, Ponce de Leon, will be constructed once the needed additional funds are raised.



Detective Graduates from Forensic Science Academy – On April 13, Detective Johnny Wright, an eleven-year veteran of the Police Department, graduated from the [Virginia Forensic Science Academy](#) in Richmond. The biannual course is ten weeks long and requires candidates to go through a highly competitive selection process, offering only twelve slots in the class each session. The course includes instruction in crime scene investigation and photography, arson evidence, toxicology, forensic biology, latent print evidence, trace evidence, tool marks, firearms evidence and bullet trajectory, crime scene sketching, evidence law, questioned documents, drug recognition, impression evidence, and criminal investigative analysis.

Police Department Annual Report – The Police Department's Annual Report for calendar year 2011 has been published and is available at this [link](#) on the City website. The Annual Report is a compilation of the department's notable achievements and community involvement throughout the year and also includes important information on crime data. In keeping with the City's efforts to "[go green](#)", the Annual Report is now published in an online format, which additionally allows for embedded links in the document for enhanced reference.