

WEST
WHITELAND
TOWNSHIP



2021

**STATE OF
THE
TOWNSHIP
REPORT**

*A look back at 2021, published February
23, 2022*

INTRODUCTION

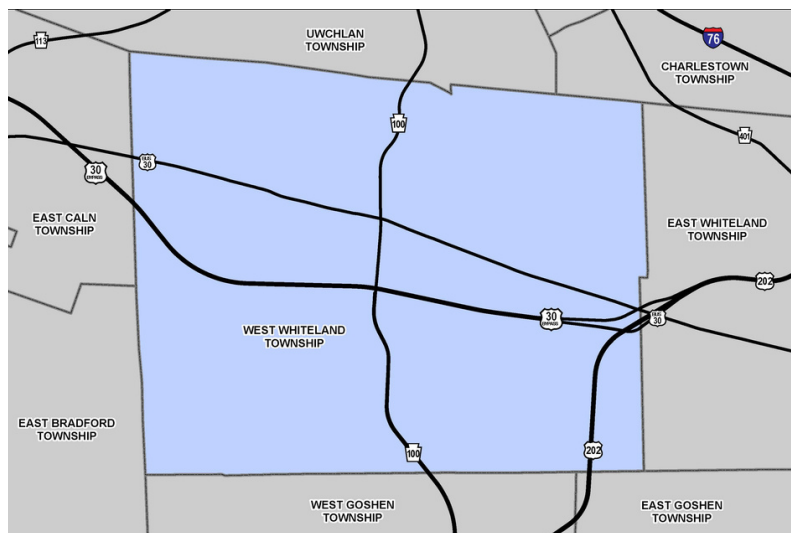
West Whiteland Township
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WEST WHITELAND TOWNSHIP

is located in the heart of Chester County, with the intersection of Business Route 30 and Route 100 in the center of the Township. Identified as a suburban center, this part of the Township has long been known as **the Crossroads of Chester County**.

Residents and visitors to West Whiteland reap the benefits of a vibrant community. Roughly 22% of the land is protected open space. The historical significance of the area is reflected in the many preserved historical resources. It is a transportation hub, and the traffic improvements have kept pace with the recent development surge, thanks to decades of careful planning. Daytime population nearly doubles with the influx of travelers and commuters.



Add in an exceptional credit rating, an abundance of volunteers and the convenience and safety of the community, and it is easy to see why so many happily call West Whiteland Township home.

GOALS

West Whiteland Township
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Mission Statement:

To provide our residents and businesses with high-quality, cost-effective local government services that promote safety, economic development and sustainability.



QUALITY OF PLACE

Goal: Continually improve West Whiteland's quality of place



SUCCESSFUL BUSINESSES

Goal: Promote Exton Crossroads as a preferred business location



SERVICE

Goal: Effectively administer Township business operations

2021 SNAPSHOT

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Population: 19,600+
Median HH Income: \$114,837
Median Housing Value: \$344,600
(above sourced from census.gov)



Open Space & Recreation: 1,800 acres of protected open space comprised of county and township parks, homeowners' associations and land trusts (22% of total land use is open space)
Parks: 12 public parks
Chester Valley Trail runs through Exton Crossroads and Exton Park, connecting to King of Prussia



Public Schools: West Chester Area School District and Collegium Charter School
Church Farm School



Pedestrian Network: 15 miles of trails, 56 miles of sidewalks



Roads: 94 total miles
67 miles Township roads
27 miles State roads



The **Police Department** received accreditation in 2018 by the PA Chiefs of Police Association and was reaccredited in 2021.



Exton **Train Station** with SEPTA (Paoli-Thorndale) and Amtrak service; Whitford Train Station with SEPTA (Paoli-Thorndale) service
SEPTA/Krapf **bus service** to West Chester, King of Prussia, Eagleville, Paoli, Downingtown and Coatesville

FINANCES

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MOODY'S AAA RATING

West Whiteland Township has a Aaa (Stable Outlook) bond rating. This is Moody's highest possible rating. The Township has maintained this rating since 2016 and the rating was renewed with a stable outlook in the summer of 2020.

Healthy
Reserves

Sound Financial
Policies

Conservative
Budgeting

Low debt
levels

OPERATING BUDGET SNAPSHOT

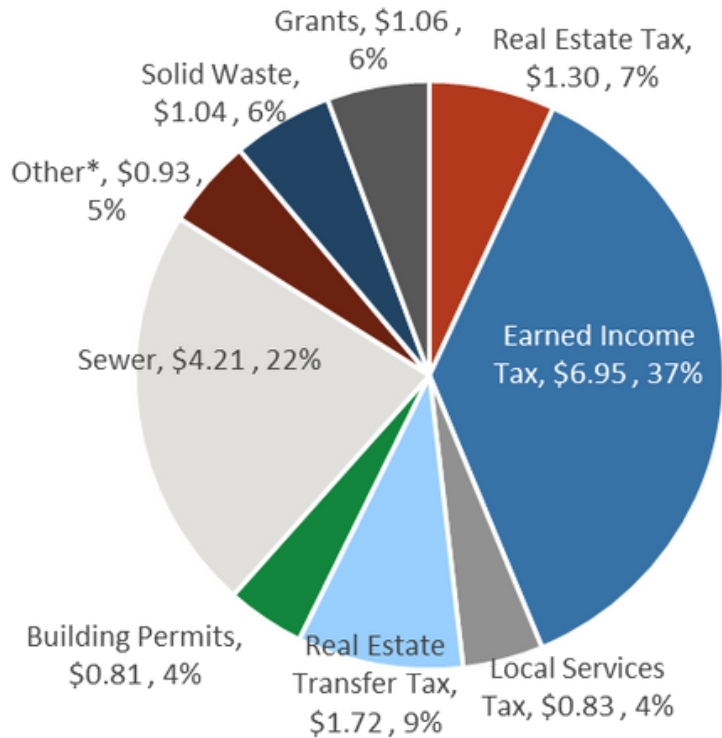
| 2021 | Revenue | Expenses | Surplus | Operating Reserves |
|----------------------|------------------|------------------|-----------------|--------------------|
| General Fund – 01 | \$13.60 M | \$12.68 M | \$0.92 M | \$10.3 M |
| Sewer Operating – 02 | \$4.21 M | \$3.18 M | \$1.03 M | \$5.60 M |
| Solid Waste - 12 | \$1.04 M | \$1.02 M | \$0.20 M | \$0.39 M |
| Total | \$18.85 M | \$16.88 M | \$1.97 M | \$16.29 M |

These are unaudited numbers and may change slightly after the 2021 independent audit has been completed.

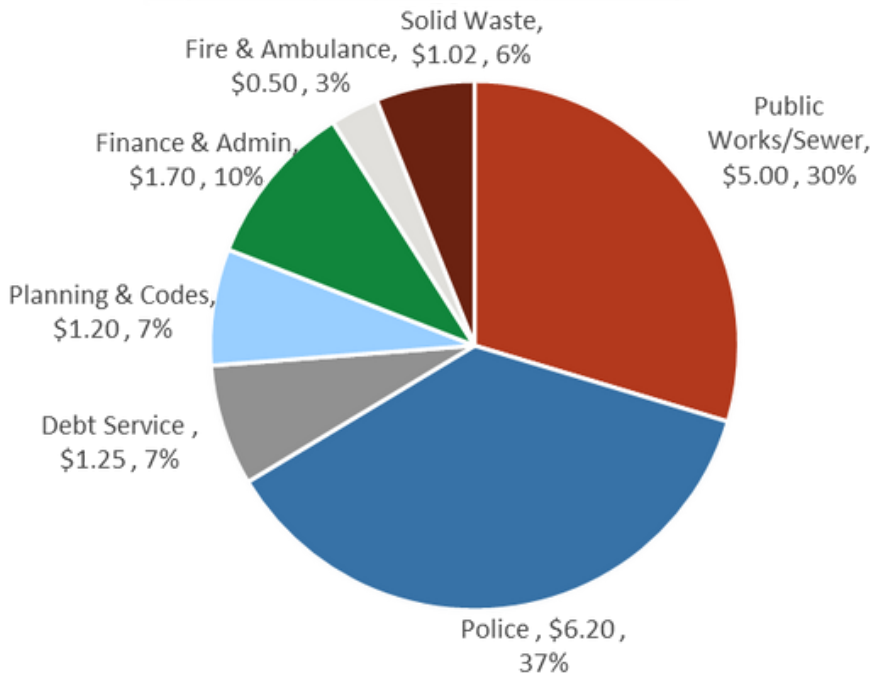
FINANCES

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2021 REVENUE BY CATEGORY*



Expenses by Department* (\$ millions)



2021 EXPENSES BY DEPARTMENT*

*Figures shown in the pie charts are "unaudited actuals" and may change slightly once the 2021 independent audit is completed.

**Categories included in "Other" include those line items that are less than \$500,000 each. For details, see the publicized Township budget report, which is available on our website. (Figures in budget are projections so may differ slightly from the "unaudited actuals" above.)

ECONOMIC DEVELOPMENT

West Whiteland Township
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REVENUE

Revenue was boosted by the economic recovery AND residential construction

- Earned income tax
- Real estate transfer tax
- Building permit fees



New residents moving in around the Exton Crossroads led to robust growth in the general fund revenue.

RESERVES

Long-term practice of careful planning, saving and spending built up a healthy rainy-day fund (and contributes to our Aaa credit rating).

The COVID pandemic demonstrated the strong financial position the Township is in and the value of maintaining that strong position.

FORECAST

Township revenue will remain healthy.

- Businesses' continued (and growing) success in Exton
- Developers' continued willingness to invest significantly in Exton



SERVICES

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SERVICES



West Whiteland Township is committed to providing the following services, prioritizing safety, sustainability and quality of life:

- Maintenance of local streets and public sewer system
- Trash and recycling collection (residential)
- Park maintenance, event and facility rentals
- Police services
- Code enforcement/building permits
- Planning and zoning

28 police officers

10,981 incidents responded to

275 pounds of unused medication collected

870 building permit applications approved

1,773 inspections completed

4 conditional use applications approved

4 final land development plans approved

504 park rental reservations, including:

304 park pavilion/gazebo reservations

195 field reservations

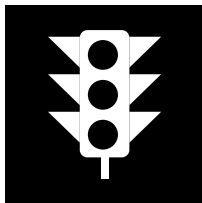
COMMUNITY INFRASTRUCTURE

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The Public Works Department, along with the Township Engineer, plan and complete maintenance and construction projects related to the public sewer system, stormwater overflow and Township-owned roads and sidewalks.



Updated five-year road maintenance plan to identify roads in need of repair and strategically schedule paving to maximize pavement life



Worked with the traffic engineer (McMahon Associates, Inc.), signal maintenance contractor (Signal Service) and PennDOT representatives to implement traffic signal modifications and adjustments to improve traffic flow and pedestrian accommodations.



Worked with residents to identify drainage issues and work toward possible solutions to minimize impacts from the ever-increasing storm intensities.

DEVELOPMENT

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Land Uses

34%
residential

22%
Open Space

19%
Transportation

Development continued to be of public interest in 2021, as many of the apartment buildings approved in prior years were completed and renters began to occupy the majority of the units.

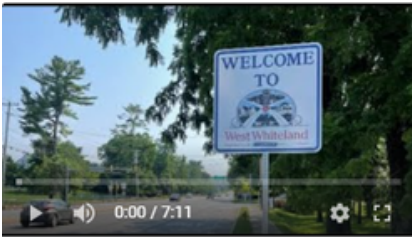
In 2021, the Township continued to focus on the Crossroads area, where growth and development are directed. The intersection of Routes 30 and 100 has historically served as a significant crossroads of transportation and commerce and continues to define West Whiteland, shaping the way the Township has planned for development.

The Township's planning strategy, Development by Design, calls for a thriving commercial center around the **Exton Crossroads** with a mixture of uses, including apartments and retail. As these areas are developed and redeveloped, the Township benefits through policies put in place to collect fees from the developers for **traffic improvements, historic preservation** and **open space**.

COMMUNICATION

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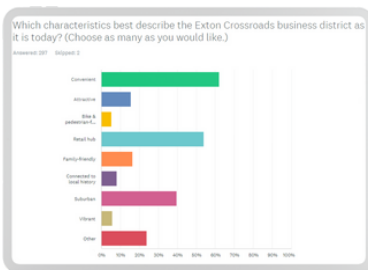
Staff spearheaded a campaign to educate and collect public feedback around development in the Exton Crossroads. Implementing a number of different media types assisted in reaching a wide audience, while key messages were repeated to connect the dots throughout the communications.



In the middle of 2021, the Township released a video titled *Development in West Whiteland, a Crossroads Community*.



In September, a special development-focused newsletter was sent to homes.



Concurrently with the newsletter, a survey was released to gauge the public's feelings about the Crossroads and their reactions to the development happening there.



November brought a "Community Conversations" public meeting which attracted 116 registrants, with about a third of people attending live and the rest "Zooming" in remotely.

POLICE DEPARTMENT

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The West Whiteland Township Police Department achieved accreditation from the Chiefs of Police Association in 2018 and was reaccredited in 2021.

No small task, this process involves an assessment to measure current policies against the Accreditation Program's 139 standards. The department must then institute policy changes so that existing operations can be adapted to meet the objectives of the program.

In this time of increased national focus on police accountability, the West Whiteland community can rest assured that those responsible for public safety are committed to defending it fairly, compassionately and professionally.

Our police department is committed to connecting with and contributing to our community. In 2021, officers and command staff attended Exton Park Community Day, collected food for West Chester Food Cupboard and contributed for Downingtown Borough flood victims.



COMMUNITY EVENTS

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In 2021, we brought back many of the events we were unable to hold in 2020. We creatively adapted some events to a virtual format and held the in-person events safely and in adherence with CDC guidelines. These events were a hit in 2021, and we plan to repeat them in 2022:

VIRTUAL EGG HUNT

2 CRAFT FAIRS

COMMUNITY DAY

SUMMER CONCERT SERIES

TREE LIGHTING

HOLIDAY LIGHTS CONTEST

West Whiteland Township Friends of the Parks (FOTP) is a volunteer non-profit group who, with the help of generous sponsors, partners with the Township to plan events.



*West Whiteland Township's
Friends of the Parks*

PARKS

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*New ball field and playground at
Catov park (above)*

*Parking lot at the future site of the
Swedesford Recreation Area (left)*

Outdoor entertainment continued to be the name of the game in 2021. West Whiteland Township advanced plans on several parks to give our residents and visitors safe, attractive destinations to gather and relax.

In August 2021, **Catov Park** was officially dedicated, in honor of retired police chief Joseph Catov Jr. Our newest park is located across the street from Boot Road Park, and prior to the dedication was known informally as "Boot Road North". The park includes two baseball diamonds, restrooms, a playground and walking trails.

Groudbreaking for Exton Park's **Swedesford Recreation Area** took place in May 2021. Phase 1 of the Master Plan implementation includes playgrounds, a dog park, disc golf (courtesy of FOTP), recreational amenities, parking and walking paths near the intersection of Ship & Swedesford Roads.

Existing **park improvements** included repairing the pavilion roof at Burke Road Park, refurbishing the restroom at Miller Park and resealing the parking lots and trails at Boot Road and Miller Parks.

REACH OUT

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Have
questions?

Want to
get
involved?

Come to a
meeting



Volunteer



Email a
supervisor or
staff member



Look on our
website

westwhiteland.org

ELECTED OFFICIALS - BOARD OF SUPERVISORS

Rajesh Kumbhardare, Chair
Theresa Santalucia, Vice Chair
Brian Dunn, Member

STAFF

Pamela Gural-Bear Interim Township Manager

Department Heads

| | |
|----------------|-------------------------------|
| Marie Guarnere | Codes (Permits & Inspections) |
| Ted Otteni | Engineering & Sustainability |
| Beth Jones | Finance |
| John Weller | Planning & Zoning |
| Scott Ryle | Public Works |

| | |
|------------------|----------------------------|
| Chief Lee Benson | Police Department |
| Katie Pusey | Public Information Officer |

Individuals above participated in the production of this report in Q1 2022. For a full staff list and contact information, please visit our website.

TOWNSHIP BOARDS & COMMISSIONS

| | |
|------------------------|------------------------------|
| Board of Auditors | Public Services Commission |
| Historical Commission | Zoning Hearing Board |
| Pension Advisory Board | Friends of the Parks (501c3) |
| Planning Commission | |