

WEST
WHITELAND
TOWNSHIP



2023 | **STATE OF
THE
TOWNSHIP
REPORT**

*A look back at 2023, published February 23,
2024*

INTRODUCTION

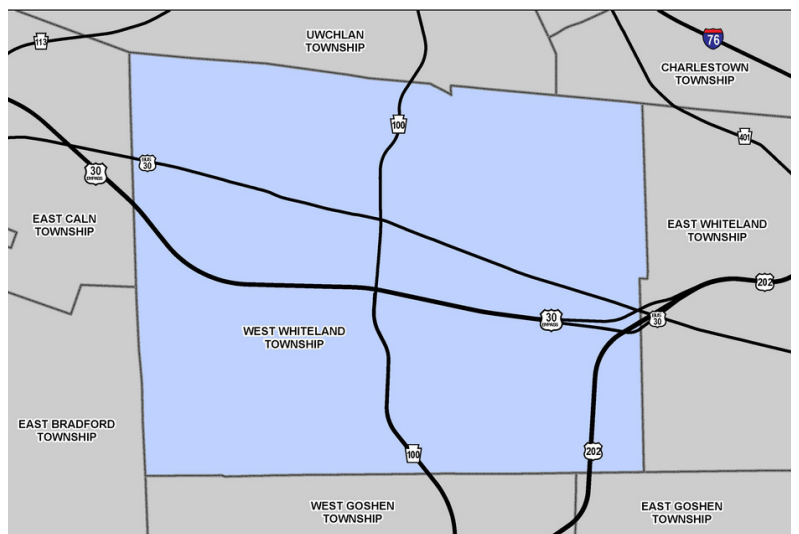
West Whiteland Township
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WEST WHITELAND TOWNSHIP

is located in the heart of Chester County. With the intersection of Business Route 30 and PA Route 100 at our center, we have long been known as the **Crossroads of Chester County**.

Residents and visitors to West Whiteland reap the benefits of a vibrant community. Roughly 24% 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, the convenient location, and the safety of the community, and it is easy to see why so many happily call West Whiteland Township home.

GOALS

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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 to meet the needs of residents and bolster the economic vitality of the area



SERVICE

Goal: Effectively administer Township business operations

2023 SNAPSHOT

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Population: 20,000+
Median HH Income: \$130,784
Median Housing Value: \$456,800
(above sourced from census.gov)



Open Space & Recreation: 2,000 acres of protected open space comprised of county and township parks, homeowners' associations, and land trusts (24% of total land use is open space)
Parks: 11 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



Pedestrian Network: 18 miles of trails, 60 miles of sidewalks

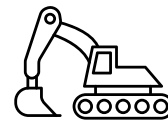


Businesses: 337 new businesses in 2023



Exton **Train Station** with SEPTA (Paoli-Thorndale) and Amtrak service; Whitford Train Station with SEPTA service

SEPTA/Krapf **bus service** to West Chester, King of Prussia, Eagleview, Paoli, Downingtown, and Coatesville



Development: One conditional use application and 6 final land development plans approved in 2023

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

2023	Revenue	Expenses	Surplus*
General Fund – 01	\$14.0 M	\$13.7 M	\$300 K
Sewer Operating – 02	\$3.9 M	\$3.2 M	\$730 K
Solid Waste - 12	\$1.1 M	\$1.0 M	\$70 K
Total	\$19.0 M	\$17.9 M	\$1.1 M

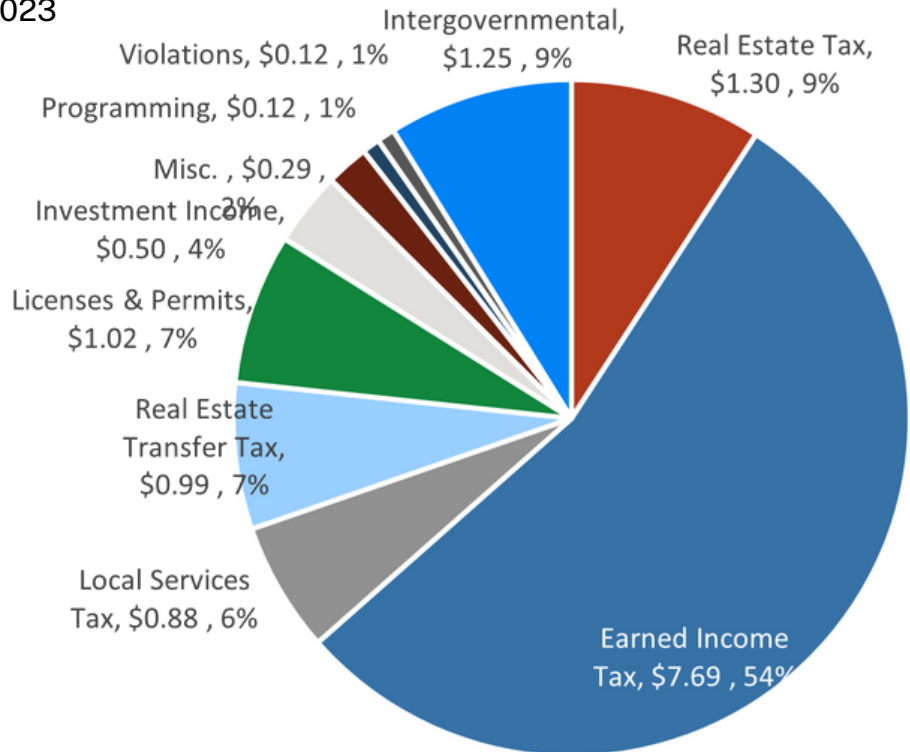
These are unaudited numbers and may change slightly after the independent audit has been completed.

* See Reserves description on page 7.

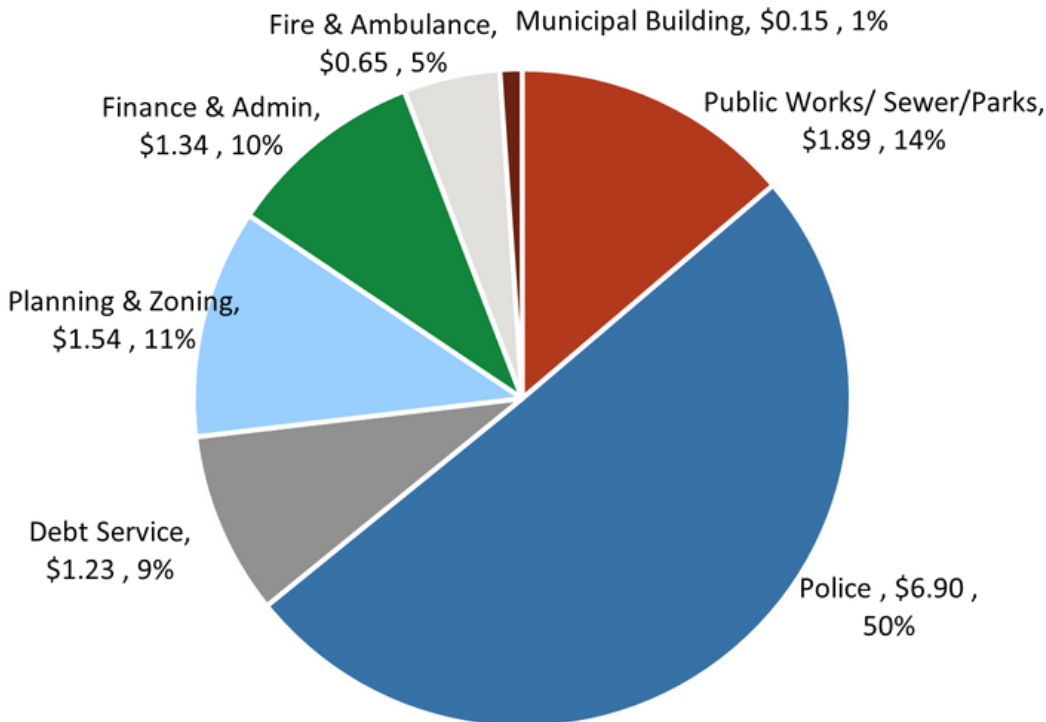
FINANCES

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2023 REVENUE BY CATEGORY (MILLION)*



2023 EXPENSES BY DEPARTMENT (MILLION)*



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

ECONOMIC DEVELOPMENT

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REVENUE

From 2018 through 2022, WWT saw a steady increase in development and new residents as seen in the growth of the revenue from Earned Income Tax (EIT) and Property tax.

In 2023, revenue related to development declined, while revenue from all other sources remained steady. With the increase in new residents, it is projected that overall revenue will continue to grow slowly yet steadily.

RESERVES

The long-term practice of careful planning, saving, and spending built up a healthy rainy-day fund (and contributed to our Aaa credit rating) similar to a resident's savings account.

FORECAST

Township revenue will remain healthy.

- Property tax for the Township is the only tax rate the Board of Supervisors can change, and as part of the 2024 budget, the BOS passed a tax increase from 0.714 mills to 2.000 mills to meet the rising costs of products and services.
- Earned income tax revenue will continue to grow as the population of the Township grows.
- Developers continue to show interest in the Township, albeit at slower rates than in the past several years.

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, events, and facility rentals
- Police services
- Code enforcement/building permits
- Planning and zoning
- Right to Know requests
- Transparent communication
- Provide funding for volunteer fire and paid ambulance services

292 right-to-know requests submitted and fulfilled

5,952 subscribers to eNews

70 miles of Township-owned roads

105 miles of sewer mains

859 building permit applications approved

1,541 inspections completed

29 police officers

15,210 police incidents responded to

470 pounds of unused medication collected

954 park rental reservations, including:

90 park pavilion/gazebo reservations

864 field/court reservations

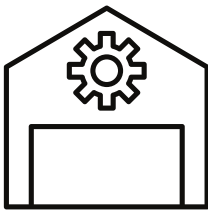
COMMUNITY INFRASTRUCTURE

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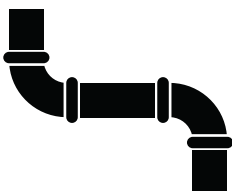
The Public Works Department, along with the Township Engineer, plan and complete maintenance and construction projects related to the sanitary sewer system, stormwater drainage and Township-owned roads, sidewalks and trails.



Rehab of Clover Mill Pump Station. Significant rehabilitation of the pump station including all new pumps, motors, motor controllers, ventilation system and bypass control. Rehabilitation work began in 2022 with significant progress made in 2023 and is scheduled to continue through 2024.



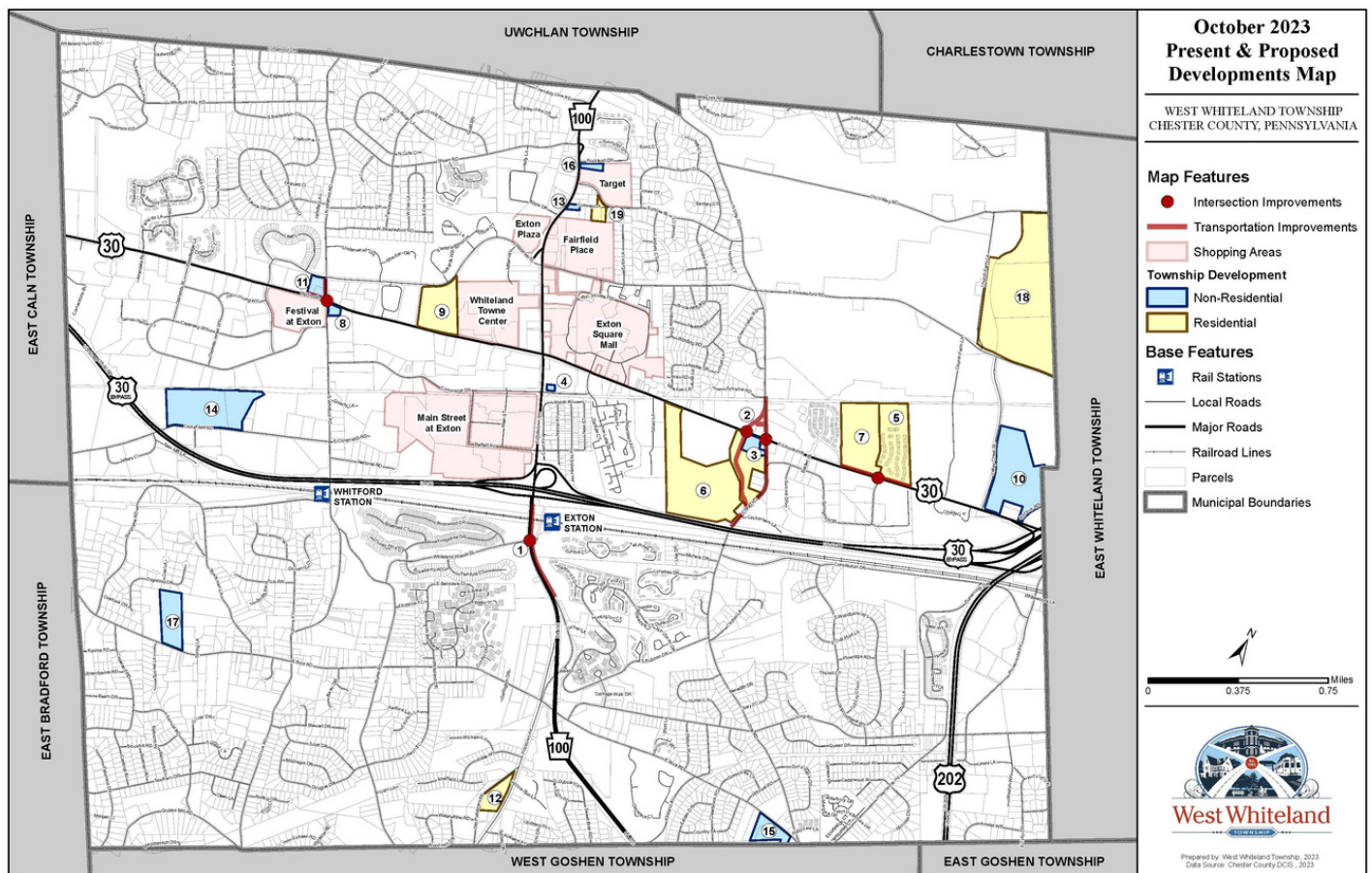
New public works garage. A new 39,000 sq. ft. facility is under construction on Valley Creek Blvd. to replace and consolidate three existing and outdated facilities. Construction broke ground in the fall of 2023 and is scheduled to be complete in late 2024.



CIPP 5 year plan. Work continued on the Cured-In-Place-Pipe (CIPP) 5-Year Plan with the completion of lining of approximately 5,000 linear feet of sanitary sewer main. This work is part of the ongoing initiative to reduce Inflow and Infiltration (I&I) and rehabilitate the Township's sanitary sewer system.

DEVELOPMENT

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Land Uses*

35%
residential

24%
Open Space

19%
Transportation

Development activity – especially for residential projects – was well below historic levels in 2023. It appears that there are several reasons for this, including this being a natural lull following a period of high activity, the latent effects of COVID-related restrictions, and concerns about increasing costs due to inflation. Despite these uncertainties, there are several significant projects that are now in the early stages of planning, suggesting that this period of low activity is only temporary.

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.**

*Land uses not listed include agricultural, commercial, institutional, industrial, utilities and vacant.

INITIATIVES

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Rental inspections. Established a rental inspection program with all of the new apartment buildings to ensure units are safe for new tenants. Performed 500+ total rental inspections from April to December 31, 2023.



Ship Road Couplet. The new roadway was designed to prevent traffic congestion. The project was begun in July 2023 and will be completed in spring 2024. The couplet road and trail opened to the public November 2023. The part south of Lincoln Hwy--about two-thirds of the total length--was constructed by the private sector and the north piece was funded largely by traffic impact fee dollars.



Sustainability initiatives. The Township achieved a Gold Rating from Sustainable Pennsylvania, which recognizes the Township for working to save money, conserve resources and advance social equity. Initiatives in 2023 included planting a meadow at Exton Park, installing a new EV charger at the Township building and outreach and education around single use plastic bag use.

OUTREACH INITIATIVES

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Stormwater management. Inspected and inventoried all stormwater infrastructure within the Township, repairing Township-owned roads, inlets, curbs, gutters, catch basins and culverts as needed. Responded to and compiled a database of resident concerns resulting from a summer of particularly heavy rains. Formed a new Stormwater Task Force which has its first meeting in Jan. 2024.



Recycle carts. Undertook a project to provide free recycling totes to all households that wanted one. This offered a unique opportunity to connect with a large number of residents and will promote proper recycling practices in the community. Totes will be delivered in spring 2024 and were made possible through a grant from The Recycling Partnership.



Police Department community outreach. Increased community policing programs and activities to connect with the public. Officers participated in a Fill-a-Cruiser food drive and “Coffee with a Cop” programs. The department continued the School Liaison Officer, station tours for Scouting, Child Safety Seat and Vacation Check programs and is looking to build upon these successes in 2024.

POLICE DEPARTMENT

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The men and women of the West Whiteland Township Police Department are honored and privileged to serve and protect this great community. The West Whiteland Township Police Department abides by the principles of 21st Century Policing. These policing principles guide the members of our department and our profession today as we strive to meet the values and expectations of our community.

We strive to always put the needs of the community first as we work together to build a relationship based upon mutual respect and trust.

Our officers work every day to improve the quality of life for all our citizens, while faithfully performing their duties in accordance with the United States Constitution, the Pennsylvania Constitution, and all federal, state and local laws.

The Police Administration is committed to providing the best training for all our officers and staff so that we may be better prepared to serve our residents by following best practices and accepted procedures. Being an Accredited Police Department shows our commitment to professionalism and pride by following standards set forth by the Pennsylvania Law Enforcement Accreditation Commission.



COMMUNITY EVENTS

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The Township and the Friends of the Parks offered another full year of family-friendly, FREE events in 2023. Participation grows each year, with over 70 vendors at the craft fairs, more than 7,000 attendees at Community Day and increased participation in the holiday lights contest.

Keep an eye out for these events in 2024, along with some new offerings!

EGG HUNT

2 CRAFT FAIRS (FALL & SPRING)

EARTH DAY

EXTON PARK COMMUNITY DAY

SUMMER CONCERT SERIES

MAKE A DIFFERENCE DAY

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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Disc golf basket at Swedesford Rec Area; ribbon cutting at Swedesford Rec; pickleball lining at Miller Park

In October 2023, the Township celebrated the Grand Opening of the Swedesford Recreation Area at Exton Park with our elected officials, County Commissioners and staff, Township staff, Friends of the Parks members and representatives from the Department of Conservation and Natural Resources (DCNR). The Swedesford Recreation Area now boasts a large playground, zipline, restroom facility, a 9-hole disc golf course, dog park, ample parking, cricket field, sledding hill and a newly planted meadow.

In 2024, Phase 2 improvements will begin at the multi-use field area on Church Farm Lane. Considered improvements include playgrounds, an amphitheater, walkways, a pavilion, additional parking, another restroom and more!

Other highlights include Miller Park's newly resurfaced basketball and tennis courts that are dually lined for pickleball, and Sunset Grove's new memorial bench.

Volunteer groups picked up trash, mulched the parks, planted flowers and trees and weeded garden beds.

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

Brian Dunn, Chair
Rajesh Kumbhardare, Vice Chair
Theresa Santalucia, Member
(Jo Ann Kelton was elected in Nov. 2023 and replaced Theresa Santalucia starting Jan. 2, 2024)

STAFF

Pamela Gural-Bear	Township Manager
Jennifer Keller	Operations Manager
Justin Smiley	Capital & Special Projects Manager
Brannon Tupper	Engineering & Construction Projects Manager
Katie Pusey	Public Information Officer
Ally Spielman	Park, Rec & Events Coordinator
Ed Culp	Public Works Operations Manager
Lee Benson	Police Chief
Caroline Partridge	Finance Department Director
John Weller	Planning & Zoning Director
Wyatt Williams	Sustainability Coordinator

Individuals above participated in the production of this report in Q1 2024. 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	