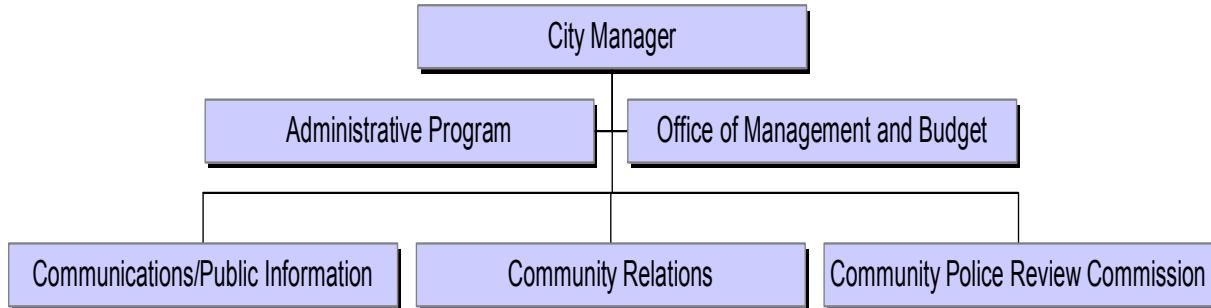


City Manager



Description of the Service

The City Manager's Office is responsible for carrying out the policies and goals formulated by the City Council and the City Charter; providing administrative leadership of the City organization; producing alternative solutions to community problems for City Council consideration; preparing the annual budget and capital improvement program; and providing timely and accurate information regarding the City and its services to the public. Information on City services and activities is disseminated by various media, including a citywide newsletter, city web site, and cable television channel.

City Manager

Mission Statement

The mission of the City Manager's Office is to provide leadership, direction, and support to City Departments in implementing City Council goals and directives and to promote a City organization that is customer- and results-focused in its provision of services.

Major 2004/05 Priorities

- Work toward full attainment of Citywide Strategic Goals and Community Vision.
- Continue to communicate and market the City's attributes in order to ensure its place as the economic and cultural powerhouse of the region.
- Implement the City Council's Economic Development Strategy and promote Riverside as a business friendly City.
- Continue to work toward full implementation of the Downtown Specific Plan.
- Working with the City Council and community, establish redevelopment priorities throughout the City and submit monthly status reports to The Redevelopment Agency.
- Implement a comprehensive communications and marketing strategy to brand and market Riverside consistently and effectively as a primary destination.
- Promote sound fiscal policies and protect local revenues.
- Enhance neighborhood livability and promote beautification efforts throughout the City, with a special emphasis on code enforcement.
- Work extensively on workforce and organizational development, including improving employer/ employee relations, succession planning, and outreach to ensure a diverse and inclusive organization.
- Develop a comprehensive legislative program allowing the City to streamline responses to pending legislation and work more closely with

Strategic Priorities Addressed

- Improve and Preserve our Quality of Life
- Foster a thriving private sector economy and high paying job opportunities
- Reduce transportation congestion and improve traffic flow
- Address Riverside's Social Concerns with Community Involvement
- Beautify the City of Riverside

legislators on securing new legislation where needed.

- Continue to increase the number of minority applicants to Boards and Commissions.
- Create a collaborative of various organizations within the City that focus on the area of multiculturalism and diversity education.
- Create the Dinner Dialogue Program, which will provide a forum for participants to explore cross-cultural understanding and communication and determine steps to keep the community united.
- Continue the Study Circle Program, to provide a forum for community members to participate in discussions to find solutions for a variety of areas of concern. Past topics include "Building Strong Neighborhoods," "Youth Issues," "Racism," and "Police and Community Relations."
- Continue the Program Building Friends Across the Lines, to provide a means for residents with different backgrounds to come together.
- Formalize the Access Riverside Program.
- Celebrate Race Equality Week.
- Continue mediation training to community members and the Riverside Police Department through the Mediation Program.

City Manager

Programs and Program Goals

FY 2004/05

Communications/Public Information: To proactively direct high-level city messages to the public and media by providing clear, accurate and timely information on behalf of the Mayor, City Council and City Manager, with special emphasis placed on conveying important city business, strategies, goals and progress to shape a more positive public perception of the City while building and strengthening community relations.

Community Police Review Commission: To review civilian complaints regarding sworn Riverside Police Department personnel, advise the Police Department in matters pertaining to police practices, provide recommendations to the Mayor and City Council on police-community relations, and conduct public outreach in order to inform the public about the role of the Commission.

Human Relations Program: To strengthen the City's coordination efforts with various boards and commissions, while working toward increasing community involvement and awareness in local governmental affairs; encourage the focus on socio-economic concerns of disadvantaged social groups, inter-group relations in general, and the development of programs designed to eliminate prejudice and discrimination.

Office of Management and Budget: To promote effective organizational structures, management processes and financial oversight; ensure competent use of financial, human, and material resources; spearhead initiatives that seek to improve government services; and develop a responsive and balanced budget in order to assist the City Manager in leading a dynamic, high performing, and fiscally sound City organization.

Performance Measures

	Actual	Estimated	Target
	2002/03	2003/04	2004/05
# of Strategic Plan actions tracked and monitored	NA	NA	47
% of Strategic Plan actions successfully implemented	NA	NA	100%
% of citizens surveyed who feel the City does a "good" or "excellent" job at keeping them informed of city matters affecting them or their neighborhood	60%	70%	85%
% of citizens surveyed who rate the city newsletter as "somewhat useful" or "very useful"	64%	68%	75%
% of citizens surveyed who think the City is doing a "good" or "excellent" job in promoting multicultural diversity	56%	65%	75%
# of state legislative bills tracked and analyzed	NA	50	55
% of department budget coordinators surveyed who rate budget analyst assistance "good" or "excellent"	NA	80%	90%

City Manager

Department Summary

Recent Accomplishments

- Implemented the Citywide Strategic Plan, including comprehensive work in the areas of quality of life, transportation, social concerns, beautification, and youth.
- Successfully completed pilot marketing program resulting in greatly enhanced, consistent, and high quality publications, reflecting Riverside's position as one of the largest and most powerful cities in Southern California.
- Successful passage of Measure G, securing nearly \$20 million for construction or renovation of fire stations throughout the City.
- Implemented the Clean Up Riverside's Environment (C.U.R.E.) program designed to rid the city of unwanted debris and graffiti.
- Worked aggressively at improving employer-employee relations, resulting in certain labor management groups touting Riverside as a model city of cooperation.
- Launched a cross-sectoral Youth Violence Initiative to have a coordinated and significant impact in this area.
- Worked aggressively on homelessness issue; hired Homeless Coordinator.
- Formed strong cooperative partnerships with the non-profit sector that will result in more effective coordination and collaboration in solving problems of common concern.
- Augmented ten percent of the City's budget with grants and subventions.
- Completed asset mapping on the Eastside.
- Developed an organization-wide career academy for city employees.
- Recruited for and filled key management positions throughout the City.
- Developed the legislative agenda guidebook to enable elected officials and city staff to procure solutions to the legislative priority issues adopted by the City Council in October 2002.
- Developed a dynamic database to warehouse information related to selected assembly and senate bills of interest to the City.
- Developed new budget instructions that effectively responded to the City's particular fiscal needs and the state budget issues on a whole.
- Completed the Second Annual Human Relations Report Card.
- Completed a comprehensive report on the needs of the City's eight community centers.
- Completed Study Circles at three middle schools at Riverside Unified School District, which included a partnership with Riverside Police Department's School Resource Officers.
- Completed a comprehensive report on the issue of Youth Violence in the City of Riverside, and outlined specific action steps to address the issue of youth violence in Riverside.
- Offered mediation/conflict resolution training to community members.
- Compiled, published, and presented third Annual Community Police Review Commission report.
- Completed City's first review of senior services designed to determine whether the appropriate levels of service are being provided to the City's population over 65 years.

Department Summary

Budget Summary	Actual 2002/03	Budget 2003/04	Approved 2004/05	Change
Personnel Services	2,073,767	1,897,975	2,187,241	15.2%
Non-Personnel	526,179	433,088	449,733	3.8%
Special Projects	135,000	87,000	88,000	1.1%
Equipment Outlay	0	0	0	---
<i>Direct Operating</i>	<i>2,734,946</i>	<i>2,418,063</i>	<i>2,724,974</i>	<i>12.7%</i>
Debt Service	0	0	0	---
Capital Outlay	0	0	0	---
Charge From Others	600,515	751,491	511,776	-31.9%
<i>Gross Budget</i>	<i>3,335,461</i>	<i>3,169,554</i>	<i>3,236,750</i>	<i>2.1%</i>
Charge To Others	(2,511,390)	(2,552,772)	(2,629,089)	3.0%
Net Budget	824,071	616,782	607,661	-1.5%

Expenditure Summary (Gross Budget)

Administrative	1,443,248	1,474,886	1,480,379	0.4%
Management and Budget	801,384	802,422	791,010	-1.4%
Communication Office	266,758	275,464	357,700	29.9%
Office of Neighborhoods	371,139	0	0	---
Economic Development	0	0	0	---
Community Police Review	296,581	296,458	280,934	-5.2%
Community Relations	303,308	298,480	302,369	1.3%
Youth Action Office	20,197	21,844	24,358	11.5%
Expenditure Total	3,502,615	3,169,554	3,236,750	2.1%

Personnel Summary	19.50	17.00	22.50	5.50
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Program Summary

