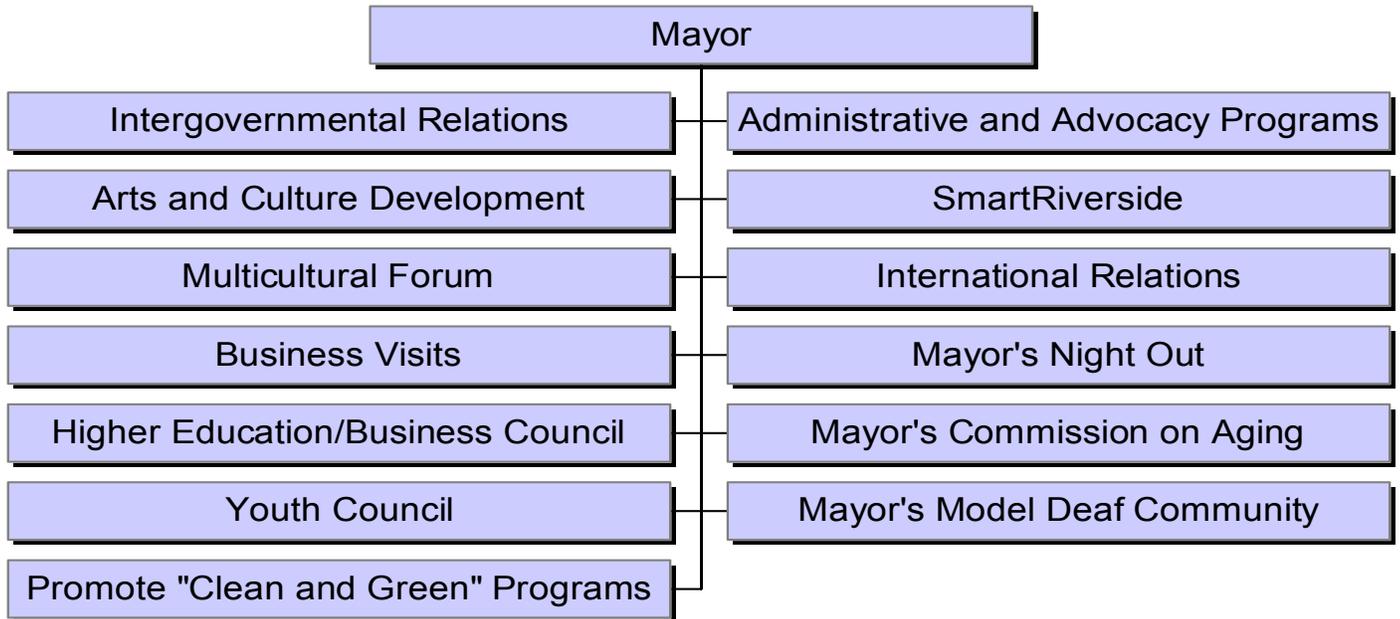


# Mayor



## Description of the Service

The Office of the Mayor is the center of diverse requests for assistance from residents, businesses, government agencies, and private nonprofits, as well as the City Council. The Mayor represents the City at numerous ceremonial and other official affairs. The Mayor's Office has established programs aimed at accomplishing each of the Mayor's major priorities: Economic Development, Quality of Life, and Inclusive Community.

# Mayor

## Mission Statement

The mission of the Mayor's Office is to provide leadership and support to the City Council and to develop public policy that furthers the vision of Riverside as a safe, inclusive and livable community. The Mayor's office provides leadership and support to residents by representing their interests within the city organization and communicating with them towards the shared vision.

## Major 2004/05 Priorities

- Increase Economic Development, with a focus on the new economy and high paying jobs.
- Accentuate Quality of Life, with Riverside as a community of choice distinguished by good neighborhoods, safe streets, educational institutions, parks, libraries, and arts and cultural opportunities.
- Emphasize Riverside as an inclusive community that underscores respect for cultural diversity.

## Strategic Priorities Addressed

- Preserve and Improve our Quality of Life
- Reduce Transportation Congestion and Improve Traffic Flow
- Address Riverside's Social Concerns with Community Involvement
- Beautify the City
- Increase Our Investment in Youth and Children

## Programs and Program Goals

### FY 2004/05

**Business Visits & "TLC":** To help foster a business-friendly climate in Riverside that assists in the growth and prosperity of local companies. The Mayor's Business Visitation Team, through monthly Business Visits and TLC luncheons, addresses concerns of businesses and assesses short and long-term business needs in the City so as to retain and expand our local businesses. (*Economic Development*)

**Mayor's Night Out:** To bring City Hall to Riverside's 26 neighborhoods in order to listen and respond to citizen concerns thus creating an awareness of city resources available to residents and increasing the visibility and responsiveness of City Hall. (*Quality of Life*)

**SmartRiverside:** To create a "smart community" in order to improve the quality of life of those who choose to live, work or play in Riverside through innovative targeted technology initiatives. (*Economic Development/Quality of Life*)

**Higher Education/Business Council:** To promote Riverside as a community of colleges and universities; enhance the quality of life through better community awareness of the intellectual, cultural, economic and human resources benefits generated by the four colleges and universities; and encourage economic development and higher education partnerships on such matters as the creation of a "smart community" and a well trained workforce. (*Economic Development/Quality of Life*)

**Arts and Culture Development:** To make Riverside a center for arts, culture, arts education and entertainment and to further develop the Arts and Cultural district in downtown Riverside in order to enhance our City's reputation as a renowned center for arts and culture. (*Quality of Life*)

**Multicultural Forum:** To serve as a place for discussion about diversity and multiculturalism, advise the Mayor on presenting cultural differences as economic, educational, and civic strengths, and undertake projects in order to help build a more inclusive community. (*Inclusive Community*)

**International Relations:** To continue to develop relationships with cities in other countries in order to promote cultural, educational and economic ties and benefits. (*Economic Development/Inclusive Community*)

**Clean and Green:** To develop Riverside as a model clean air city, which promotes clean air, practices.

**Intergovernmental Relations:** To provide a comprehensive approach to regional, state and federal issues.

**Youth Council:** To advise the Mayor and City Council on a variety of issues that affect youth in the City of Riverside and to promote increased involvement by youth in local government.

# Mayor

## Performance Measures

	<b>Actual</b>	<b>Estimated</b>	<b>Target</b>
	<b>2002/03</b>	<b>2003/04</b>	<b>2004/05</b>
% of responses to concerns mailed back to citizens	100%	100%	100%
# of SmartRiverside website visits	130,000	147,000	150,000
# of business visits conducted	18	26	26

## Recent Accomplishments

- Continued the Mayor’s Night Out program, fulfilling a commitment to visiting one of the 26 neighborhoods nearly every month since 1994. To date, approximately 95 visits have been conducted. The 100<sup>th</sup> visit will occur in July, 2004.
- Spearheaded the hiring of the City’s Intergovernmental Relations Officer.
- Assisted SmartRiverside in the development of targeted goals and objectives, including supporting the Downtown Wireless Mall initiative that was launched in January, 2004.
- Visited new and existing hi-tech and other businesses in the City of Riverside as a part of the Business Visitation Program, continuing a seven-year commitment to this program. Over 215 businesses have been visited as part of this program. Developed a “new business” reception to be held bi-annually.
- Mayor’s Multicultural Forum guided the distribution and endorsement of the “Building a More Inclusive Riverside Community” Statement of values that will shape and guide the community’s multicultural development.
- Formulated plan for how to become a “Model Clean Air City” by bringing together multiple parties to collaborate on strategies, many of which are now being implemented, including the City’s CNG station.
- ♦ Worked with community partners on a charity golf tournament which raised and donated funds to efforts designed to make Riverside a more senior friendly community. Riverside is now the first city to be awarded a “Senior Friendly Community” designation.

Mayor

# Department Summary

Budget Summary	Actual 2002/03	Budget 2003/04	Approved 2004/05	Change
Personnel Services	372,443	511,648	519,686	1.6%
Non-Personnel	55,874	205,247	198,383	-3.3%
Special Projects	15,273	2,500	12,000	380.0%
Equipment Outlay	0	0	0	---
<i>Direct Operating</i>	443,590	719,395	730,069	1.5%
Debt Service	0	0	0	---
Capital Outlay	0	0	0	---
Charge From Others	210,622	228,012	171,863	-24.6%
<i>Gross Budget</i>	654,213	947,407	901,932	-4.8%
Charge To Others	(359,778)	(468,963)	(442,524)	-5.6%
<b>Net Budget</b>	294,435	478,444	459,408	-4.0%

## Expenditure Summary (Gross Budget)

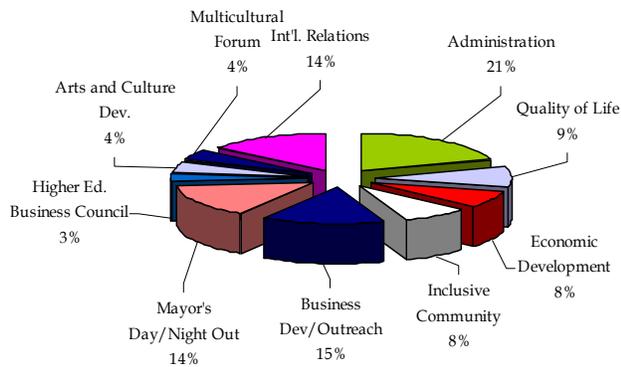
Mayor	654,213	947,407	901,960	-4.8%
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<b>Expenditure Total</b>	654,213	947,407	901,960	-4.8%
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<b>Personnel Summary</b>	5.39	6.15	6.15	0.00
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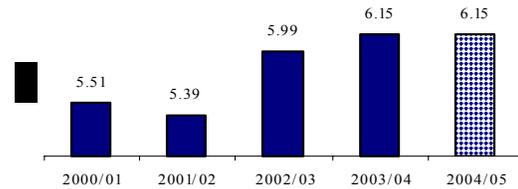
## Program Summary

Spending Distribution



Spending distributions are an approximation.

Personnel Summary



Historical Budget Expenditures

