

# 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 2005/06 Priorities

- 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.
- Continue developing a comprehensive legislative program allowing the City to streamline responses to pending legislation and work more closely with legislators on securing new legislation where needed.

### 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
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- 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.
  - Continue mediation training to community members and the Riverside Police Department through the Mediation Program.

# City Manager

## Programs and Program Goals

FY 2005/06

**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.

**Finance:** To provide fiduciary control of the City's assets, perform budgetary and fiscally related services, and provide accurate, timely and useful financial information to support the efficient and effective delivery of municipal services to the City organization and the public.

### Performance Measures

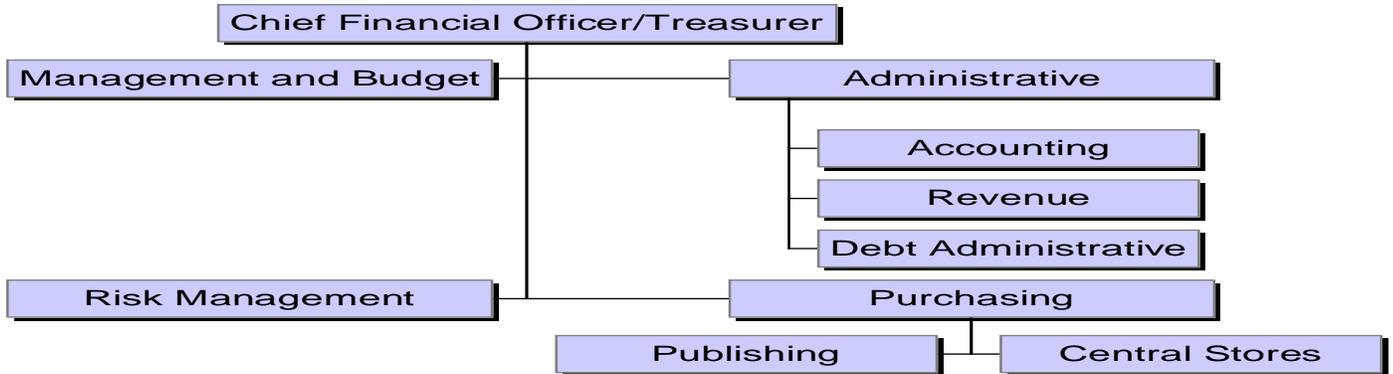
	Actual 2003/04	Estimated 2004/05	Target 2005/06
% of citizens surveyed who feel the City does a "good" or "excellent" job at keeping them informed of city matters affecting them or their neighborhood	60%	70%	85%
% of citizens surveyed who rate the city newsletter as "somewhat useful" or "very useful"	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

### Recent Accomplishments

- 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.
- 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 Third Annual Human Relations Report Card.
- Offered mediation/conflict resolution training to community members.
- Compiled, published, and presented fourth Annual Community Police Review Commission report.

# Finance



## Description of the Service

The Finance Division is responsible for all financial record keeping and reporting functions required by the City Charter of the Controller and Treasurer, including centralized accounting, investment management, revenue and debt administration, purchasing and risk management.

## Finance

### Mission Statement

The mission of the Finance Division is to provide fiduciary control of the City's assets, perform budgetary and fiscally related services, and provide accurate, timely and useful financial information to support the efficient and effective delivery of municipal services to the City organization and the public.

### Major 2005/06 Priorities

- Accelerate the issuance of the annual audited financial statements to be completed by November 30 and implement software to simplify preparation of the annual report.
- Establish procedures to allow formal bids over the Internet.
- Complete departmental desk procedure manuals.

### Strategic Priorities Addressed

- Preserve and Improve our Quality of Life

## Programs and Program Goals

### FY 2005/06

**Administrative:** To provide policy direction/leadership/vision, administration and fiscal management to enable the Department to achieve program outcomes while complying with federal, state, local and other requirements.

**Accounting:** To provide timely and accurate financial services while safeguarding City assets through effective internal controls.

**Revenue:** To provide efficient and effective cash management services, including fiduciary control and revenue enhancement.

**Purchasing:** To provide timely, value-added and cost effective centralized procurement services in support of City departments.

**Central Stores:** To operate a centralized warehouse in a cost effective and efficient manner by maintaining access to adequate inventories of required supplies and materials to support City departments.

**Publishing Services:** To produce high quality printed products and provide mail processing services in an accurate, responsive and cost effective manner to support City departments.

**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.

## Finance

### Performance Measures

	<b>Actual</b> <b>2003/04</b>	<b>Estimated</b> <b>2004/05</b>	<b>Target</b> <b>2005/06</b>
Receipt of financial reporting award for achievement of excellence in financial reporting	Yes	Yes	Yes
Portfolio average rate of return comparable to average one-year U.S. Constant Maturity Treasury calculated over the last two-year period	100%	100%	100%
% of formal bids processed within five working days	93%	94%	95%
% of time routing printing service orders are completed within three working days	95%	96%	96%

### **Recent Accomplishments**

- Implemented an enterprise-wide work order management system, including an electronic time keeping system.
- Completed the following debt issues to finance City projects or to reduce interest costs:
  - Redevelopment Agency Housing Bonds
  - Sycamore Canyon CFD 92-1, Special Tax Bonds
  - Pension Obligation Bonds
  - Fire General Obligation Bonds
- Received the Government Finance Officers Association Certificate of Achievement for Excellence in Financial Reporting.

City Manager

# Department Summary

<b>Budget Summary</b>	<b>Actual 2003/04</b>	<b>Budget 2004/05</b>	<b>Approved 2005/06</b>	<b>Projected 2006/07</b>	<b>Change</b>
Personnel Services	5,860,160	6,743,786	8,392,413	8,496,374	24.4%
Non-Personnel	7,081,028	10,878,148	13,371,287	13,122,419	22.9%
Special Projects	521,078	88,000	3,785,243	3,785,243	4201.4%
Equipment Outlay	98,873	114,334	1,160,015	1,313,485	914.6%
<i>Direct Operating</i>	13,561,139	17,824,268	26,708,958	26,717,521	49.8%
Debt Service	111,205,268	11,485,825	20,885,860	21,199,570	81.8%
Capital Outlay	0	0	0	0	---
Charge From Others	3,116,587	2,692,100	3,191,467	3,340,703	18.5%
<i>Gross Budget</i>	127,882,994	32,002,193	50,786,285	51,257,794	58.7%
Charge To Others	(10,099,798)	(11,448,994)	(13,459,960)	(13,652,895)	17.6%
<b>Net Budget</b>	117,783,196	20,553,199	37,326,325	37,604,899	81.6%

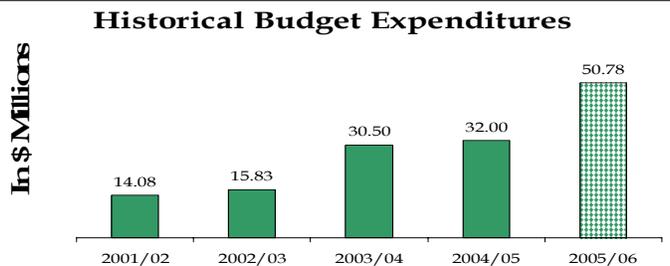
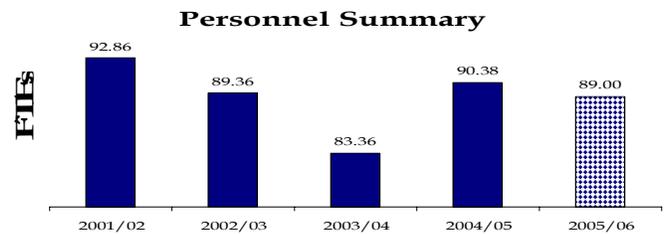
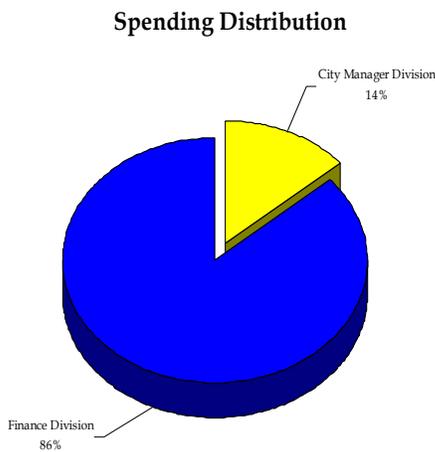
## Expenditure Summary (Gross Budget)

City Manager Division	3,100,421	3,236,750	6,965,097	6,777,731	115.2%
Finance Division	124,782,573	28,765,443	43,821,188	44,480,063	52.3%
<b>Expenditure Total</b>	127,882,994	32,002,193	50,786,285	51,257,794	58.7%

## Personnel Summary

City Manager Division	83.36	90.38	89.00	89.00	(1.38)
Finance Division	17.00	24.50	23.00	23.00	(1.50)
<b>Personnel Total</b>	83.36	90.38	89.00	89.00	(1.38)

## Program Summary



# Division Summary

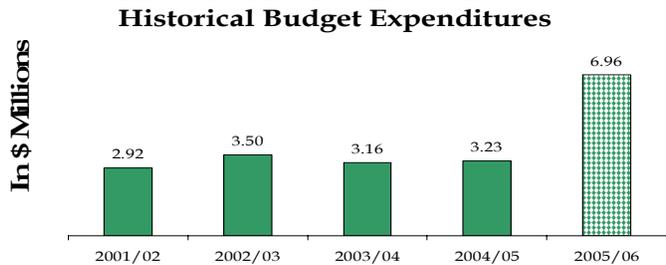
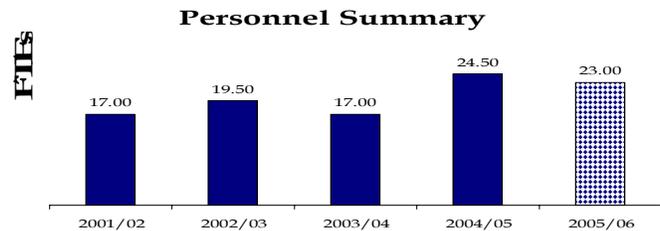
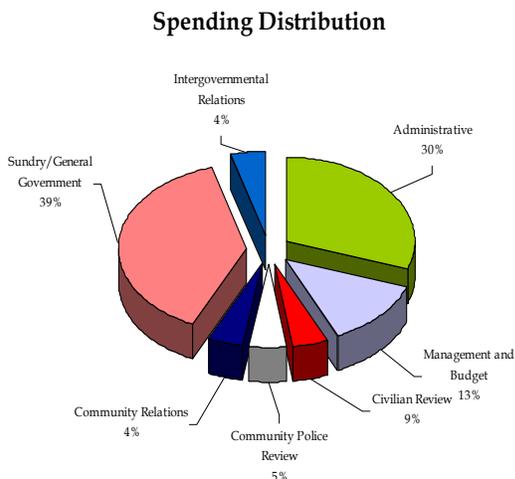
<b>Budget Summary</b>	<b>Actual 2003/04</b>	<b>Budget 2004/05</b>	<b>Approved 2005/06</b>	<b>Projected 2006/07</b>	<b>Change</b>
Personnel Services	1,825,578	2,187,241	2,868,697	2,953,021	31.2%
Non-Personnel	422,582	449,733	1,320,020	1,027,215	193.5%
Special Projects	97,870	88,000	2,025,243	2,025,243	2201.4%
Equipment Outlay	2,900	0	7,500	0	---
<i>Direct Operating</i>	<u>2,348,930</u>	<u>2,724,974</u>	<u>6,221,460</u>	<u>6,005,479</u>	<u>128.3%</u>
Debt Service	0	0	0	0	---
Capital Outlay	0	0	0	0	---
Charge From Others	751,491	511,776	743,637	772,252	45.3%
<i>Gross Budget</i>	<u>3,100,421</u>	<u>3,236,750</u>	<u>6,965,097</u>	<u>6,777,731</u>	<u>115.2%</u>
Charge To Others	<b>(2,561,479)</b>	<b>(2,629,089)</b>	<b>(3,477,904)</b>	<b>(3,555,740)</b>	<b>32.3%</b>
<b>Net Budget</b>	<b>538,942</b>	<b>607,661</b>	<b>3,487,193</b>	<b>3,221,991</b>	<b>473.9%</b>

## Expenditure Summary (Gross Budget)

Administrative	1,448,977	1,480,379	2,115,456	2,174,291	42.9%
Management and Budget	811,458	791,010	898,584	907,074	13.6%
Communication Office	243,256	357,700	320,637	329,345	-10.4%
Community Police Review	262,321	280,934	324,484	332,515	15.5%
Community Relations	308,161	302,369	308,297	315,400	2.0%
Youth Action Office	20,431	24,358	0	0	---
Sundry/General Government	0	0	2,685,647	2,402,608	---
Economic Development	6	0	0	0	---
Office of Neighborhood	5,811	0	0	0	---
Intergovernmental Relations	0	0	311,992	316,498	---
<b>Expenditure Total</b>	<u>3,100,421</u>	<u>3,236,750</u>	<u>6,965,097</u>	<u>6,777,731</u>	<u>115.2%</u>

<b>Personnel Summary</b>	17.00	24.50	23.00	23.00	<b>(1.50)</b>
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## Program Summary



# Division Summary

<b>Budget Summary</b>	<b>Actual 2003/04</b>	<b>Budget 2004/05</b>	<b>Approved 2005/06</b>	<b>Projected 2006/07</b>	<b>Change</b>
Personnel Services	4,034,582	4,556,545	5,523,716	5,543,353	21.2%
Non-Personnel	6,658,446	10,428,415	12,051,267	12,095,204	15.6%
Special Projects	423,208	0	1,760,000	1,760,000	---
Equipment Outlay	95,973	114,334	1,152,515	1,313,485	908.0%
<i>Direct Operating</i>	11,212,209	15,099,294	20,487,498	20,712,042	35.7%
Debt Service	111,205,268	11,485,825	20,885,860	21,199,570	81.8%
Capital Outlay	0	0	0	0	---
Charge From Others	2,365,096	2,180,324	2,447,830	2,568,451	12.3%
<i>Gross Budget</i>	124,782,573	28,765,443	43,821,188	44,480,063	52.3%
Charge To Others	(7,538,319)	(8,819,905)	(9,982,056)	(10,097,155)	13.2%
<b>Net Budget</b>	117,244,254	19,945,538	33,839,132	34,382,908	69.7%

## Expenditure Summary (Gross Budget)

Administration	1,561,736	1,705,656	1,818,463	1,866,953	6.6%
Accounting	1,604,463	1,622,599	1,875,655	1,927,302	15.6%
Revenue	1,467,729	1,567,362	1,864,306	1,906,676	18.9%
Purchasing	806,778	853,290	1,046,631	966,905	22.7%
Publishing Services	792,881	918,078	1,005,001	1,057,319	9.5%
Sundry/General Government	0	0	4,157,559	4,157,593	---
Central Stores	825,389	859,202	1,083,464	1,144,362	26.1%
Liability Insurance Trust	1,813,559	5,311,095	5,314,878	5,323,218	0.1%
Unemployment Insurance Trust	205,651	263,659	211,937	212,020	-19.6%
Debt Service	115,717,387	15,664,502	25,443,294	25,917,715	62.4%
<b>Expenditure Total</b>	124,795,573	28,765,443	43,821,188	44,480,063	52.3%

<b>Personnel Summary</b>	66.36	65.88	66.00	66.00	0.12
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## Program Summary

