

# CITY COUNCIL'S GOALS AND OBJECTIVES STATUS REPORT

February 29, 2008

On May 21, 2007, the City Council held a goal setting workshop at the A.K. Smiley Public Library. City Council established six long term goals and fifteen objectives for Fiscal Year 2007-2008. This document provides a progress and status report on the objectives and supersedes the last update from December, 2007. Additionally, though not specific to the listed goals, progress on the Library objectives is included for reference.

## **GOALS**

### **A. A Fiscally Healthy and Economically Sustainable City**

#### ***1. Operating Revenue Enhancement Strategies by June 2007 for November Ballot & Longer-Term Future***

- Transient Occupancy Tax, Transaction and Use Tax (Sales Tax) and Distribution Center Tax were presented to the Mayor's Blue Ribbon Committee (BRC) for review for the November 2007 ballot;
- In August, 2007, BRC recommended the Transaction and Use Tax and the Distribution Center Tax to the Council for the November ballot;
- City Council approved the Distribution Center Tax for the November, 2007 ballot.

#### ***2. Plan for Categorical Reserves with Strategies/Timetables by 11/07***

- Ordinance No. 2660 establishing a General Fund reserve policy and adopting an annual balanced budget was adopted by the City Council on May 1, 2007;
- Ordinance No. 2660 requires establishment of a minimum reserve of 12% of General Fund financial requirements;
- The 2007-2008 Adopted Budget projects that the City will be able to establish a reserve of 8% (approximately \$4.2 million) by the end of fiscal year 2006-2007; 11% (approximately \$6 million) by the end of fiscal year 2007-2008 and reach the minimum level of 12% in fiscal year 2008-2009 (approximately \$7.5 million);
- Reserve balances at 6/30/2007 are as follows:

Contingency	\$3,837,396
Equipment	\$ 312,604
- Reserve levels are below or are reaching minimum levels so categories of reserves and amounts beyond the existing reserves will need further evaluation; Fiscal Year 2007-2008 current funding for reserves is \$1.8 million.

#### ***3. An Approved Balanced '08 Budget by 6/19/2007***

- The 2007-2008 Budget was Adopted by the City Council on June 5, 2007;
- A balanced 2007-2008 Budget was adopted in accordance with Ordinance No. 2660

#### ***5. Comprehensive Funding Strategies for City's Needs by 6/08***

- On-going;
- Distribution Center Tax was approved by the voters in November 2007, with implementation during fiscal year 2007-2008.
- Suggested revenue sources have included:

- Distribution Center Tax for November 2007 ballot
- Transactions and Use Tax
- Eliminate social security
- Establish JPA lease with Utilities/review water stock

## **B. Superior Municipal Services**

### **9. Comprehensive Communications & Information Strategy by 6/08 (Supports Goal B and E)**

- As strategy development continues, improved operations support and leveraging current assets yielded results in drive access and desktop mapping for the OSPC.
- Integrated information applications to bridge department operations have been reviewed; recommendation to accept one vendor's approach has been made.
- Operating System and GIS licensing have been reviewed; site licensing for GIS is on the March 4 agenda, proposed desktop and office licensing contracts are under staff review. A comprehensive network assessment is underway for the Civic Center to inform the project planning effort in support of a strategic network upgrades that will support voice over IP (VOIP) as a target level of service.
- City cell phone plan consolidation was completed in February, streamlining procurement and billing, creating a program approach to managing equipment and accounts, and resolving tax liability issues through offering the purchase of minutes by employees.

### **14. Levels of Service Evaluation by 6/07**

- City departments completed and presented Levels of Service evaluations to the City Council, the Blue Ribbon Committee, and to the community in a series of community meetings.

### **15. Objectives for internally resourced study of community expectations for levels of service and performance standards/measures by 6/07**

- Management Team was formed at the direction of the City Manager for the purpose of evaluating revenue enhancements, cost savings and efficiency improvements and prepared and finalized its report to the City Manager on May 24, 2007;
- Levels of Service evaluations were prepared and presented in June and July, 2007;
- Performance standards were included in the 2007-2008 Adopted Budget for the first time;
- A comprehensive set of performance measures were developed with all departments through the Executive Intern Program; the measures were presented to Council in December and are accessible under "Elements of Excellence" on the J: drive.

## **C. A Community with Superior Public Physical Assets**

### **4. An Approved CIP Management Policy by 11/1/07**

- A draft CIP Management Policy was completed in August, 2007;
- Further review and recommendation by management staff is required.

**7. \$500,000 in Public Right-of-Way Improvements by 6/1/08**

- A street resurfacing program was developed, a bid call made, and contract approved by the City Council;
- Project completed October 2007.

**8. Building Maintenance Needs Assessment & Funding Policy by 12/07**

- Policy presented to City Council on November 20, 2007.
- Implementation will require substantial preparation and cooperation between Utilities/Engineering and QOL

**D. An Economically and Culturally Vibrant Downtown that Reflects Our Heritage and Spirit**

**10. Amended RRP Adopted by 6/08**

- Completion of this project is postponed for 90 days;
- This 90 day delay will allow full attention on the NRRP Project (as noted below);
- The 3 month delay will postpone the legal requirement to increase the Agency's contribution to the LMI Housing Fund by 10% to FY 2009-10 and thus allow for a smooth financial transition;
- Preliminary plans were approved by the Planning Commission on September 25, 2007;
- Agency Board received and filed the preliminary plans at its October 16, 2007 Agency Board meeting.
- Consultants are currently working on technical reports, the environmental impact report and managing other State law prerequisites to formal plan adoption.

**11. NRRP Adopted by 6/08**

- Project is on schedule;
- The public hearing is expected to occur on June 3, 2008 and adoption (i.e., 2nd reading of the Ordinance is slated for June 17, 2008);
- On-going communication is occurring with the NRVC;
- Community education workshops are slated for May 15 and 19, 2008;
- Preliminary plans and the target area selection were approved by the Planning Commission on September 25, 2007;
- Agency Board received and filed the preliminary plans at its October 16, 2007 Agency Board meeting.
- Consultants are currently working on technical reports, the environmental impact report and managing other State law prerequisites to formal plan adoption.

**12. Downtown Specific Plan Adopted by 6/08**

- Torti Gallas was awarded contract for Downtown Specific Plan in September, 2006.
- A final Market Feasibility Study, which evaluated the land use estimates proposed in the plan, was accepted by staff in May, 2007.
- First draft of the Downtown Specific Plan submitted for staff review by Torti Gallas in July, 2007.
- Staff completed review and provided comments and recommendations back to Torti Gallas in September, 2007.

- EIR for the project is being prepared and processed concurrently with preparation of Specific Plan.
- Scoping meeting was conducted on October 1, 2007.
- Torti Gallas has completed a second draft of the Downtown Specific Plan. Staff is concluding our review on the draft and anticipates reviewing policy concerns and specific issues with Torti Gallas by mid-March.

## **E. A Connected and Inclusive Community**

### **6. *A Fiscally Aware Constituency***

- Finance and budget information has been presented in Council and Budget Committee meetings.
- The “Budget in Brief 2007-2008” and “Financial Management Plan” have been published to the City website.

### **9. *Comprehensive Communications & Information Strategy by 6/08 (Supports Goal B and E)***

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- Operating System and GIS licensing have been reviewed; site licensing for GIS is on the March 4 agenda, proposed desktop and office licensing contracts are under staff review.
- A comprehensive network assessment is underway for the Civic Center to inform the project planning effort in support of a strategic network upgrades that will support voice over IP (VOIP) as a target level of service.
- City cell phone plan consolidation was completed in February, streamlining procurement and billing, creating a program approach to managing equipment and accounts, and resolving tax liability issues through offering the purchase of minutes by employees.

## **F. An Environmentally and Responsible Community**

### **13. *Environmental Policy Adopted by 1/08 and Action Plan by 6/08***

- Staff has been collecting policies considered or adopted by other communities, and has found Riverside’s particularly useful.
- On September 4<sup>th</sup> the City Council adopted Ordinance No. 2672 implementing revisions to the Residential Development Allocation Process to incorporate criteria supporting LEED, Green Building principals, and sustainable development policies.
- On October 16<sup>th</sup> staff recommended and the Council endorsed the U.S. Mayors Climate Protection Agreement.
- On November 6, 2007 the City Council adopted Resolution No. 6662 authorizing establishment of permit processing incentives for LEED Development.
- Endorsement of the U.S. Mayors Climate Protection Agreement has formed the basis for the umbrella environmental policy for the City. City staff is currently working on expanding this policy to include endorsement of the San Bernardino County Green Valley Initiative which will commit the City to pursuing an eclectic array of programs related energy conservation, planning for sustainable communities and resource management.

## **LIBRARY OBJECTIVES**

- **Annual Participants** – over 241,000 visits last year; card registration has increased 3% over the last six months.
- **Program Participation** – Family Day in October surpassed the previous year; since July, 2007, more than 5,000 patrons have participated in a variety of library programs.
- **Free Internet Access** – goal of providing 15 Internet workstations has been surpassed; overall usage is up 8.5% over last year.
- **Funding** – the budget, flat for several years, remains stable.
- **Full Time Employees** – the loss of the Library Information Systems Coordinator from the budget resulted in a staff reduction to 27 FTE, negatively affecting our patron/staff ratio.