

FY 2018-19 Budget Study Session

May 15-17, 2018

Agenda

- Council Goals and Priorities
- Citywide Proposed Budget Overview
- General Fund Proposed Budget Overview
- FTE Staff Summary
- Department's Proposed Budgets
- Capital Improvement Program's Proposed Budget
- City Manager's Comments
- Review Program Cost Estimates

City Council Goals

- ❖ Ensure financial stability of City government.
- ❖ Effectively implement the recovery and rebuilding of Santa Rosa.
- ❖ Meet housing needs.
- ❖ Attain functional zero homelessness.
- ❖ Invest in and sustain infrastructure and transportation.
- ❖ Provide for community safety, valued City services and open government.
- ❖ Foster neighborhood partnerships and strengthen cultural assets.
- ❖ Promote environmental sustainability.
- ❖ Foster a 21st century city and organization.
- ❖ Foster a strong downtown and overall economic development of the community.

City Council Priorities

Near-Term (Six Month) Priorities

1	FEMA project sheet
2	California Voting Rights Act (CVRA)/district elections
3	Rebuild/build downtown and fire areas
4	Budget process for FY 2018-19
5	Review revenue options
6	Purchasing process policy review
7	Homelessness

City Council Priorities

Tier 1: Council's Top Priorities – To Receive Greatest Attention

- | | |
|-----|--|
| 1.1 | Recovery/rebuilding |
| 1.2 | Comprehensive housing strategy |
| 1.3 | Open government task force recommendations |
| 1.4 | Downtown housing |
| 1.5 | Homelessness |

City Council Priorities

Tier 2: Initiatives to Receive Attention as Resources Permit

- | | |
|-----|--|
| 2.1 | Replenish reserves |
| 2.2 | Conduct emergency preparedness |
| 2.3 | Focus on employee morale and well-being |
| 2.4 | Plan and Implement Southeast Greenway |
| 2.5 | Create plan to address deferred maintenance throughout the community |
| 2.6 | Implement the Climate Action Plan |
| 2.7 | Explore feasibility of a public bank |
| 2.8 | Explore options for funding Roseland Library |

Other Opportunities for the Future

Explore business improvement districts in neighborhood commercial centers

Adopt living/minimum wage

Obtain a new funding source for the transit system

Develop a strategy for producing/stimulating the production of childcare facilities

Create a transition program for neonicotinoids

Hold a study session on creating a public bank

Explore options for funding free transit rides for K – 12 students

Explore paid family leave

Conduct study session on community impact reports

Other Opportunities for the Future, cont.

Attract businesses with well-paying jobs and encourage retention and expansion of existing local companies

Implement participatory budgeting

Increase funding for community advisory board grants and review policies

Increase youth engagement services

Citywide Proposed Budget Overview

FY 2018-19 Citywide Revenues by Fund (in millions)

Fund Type	2017-18 Adopted Budget	2018-19 Proposed Budget	\$ Change	% Change
General Fund	\$153.1	\$159.6	\$6.5	4.2%
Enterprise Funds	155.5	157.1	1.6	1.0%
Special Revenue Funds	22.8	24.5	1.7	7.5%
Other Funds	5.5	6.0	0.5	9.1%
Housing Authority	29.4	32.9	3.5	11.9%
Successor Agency to RDA	4.1	0.0	-4.1	-100.0%
Total	\$370.4M	\$380.1M	\$9.7M	2.6%

FY 2018-19 Citywide Expenditures by Fund Type (in millions)

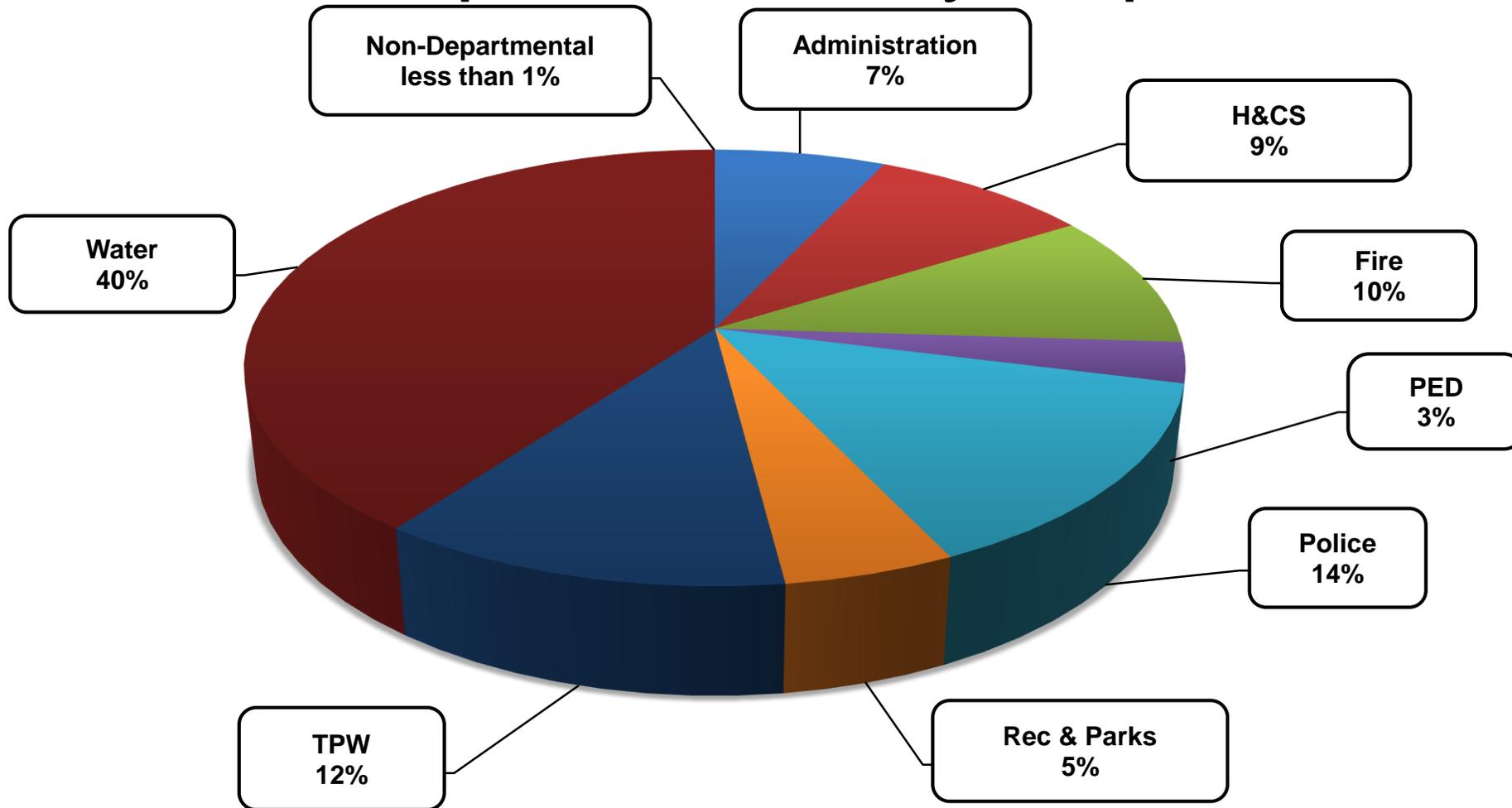
Fund Type	2017-18 Adopted Budget	2018-19 Proposed Budget	\$ Change	% Change
General Fund	\$154.3	\$169.2	\$14.9	9.7%
Enterprise (non-CIP)	129.6	127.8	-1.8	-1.4%
Enterprise (CIP)	31.6	73.1	41.5	131.3%
Non-Enterprise (CIP)	15.4	21.6	6.2	40.3%
Special Revenue	12.8	14.0	1.2	9.4%
Other Funds	5.2	5.2	0.0	0%
Housing Authority	32.3	33.6	1.3	4.0%
Successor Agency to RDA	4.1	3.3	-0.8	-19.5%
Total	\$385.3	\$447.8	\$62.5	16.2%
Operations (net of CIP)	\$338.3	\$353.0	\$14.7	4.3%
CIP only	47.0	94.8	47.8	101.7%

FY 2018-19 Citywide Expenditures by Department (in millions)

Department	General Fund	Other Funds	Total
Administration*	\$22.3	\$11.3	\$33.6
Housing & Community Services	1.8	36.7	38.5
Fire	40.1	3.6	43.7
Planning & Economic Development	13.3	0.5	13.8
Police	59.3	4.8	64.1
Recreation & Parks	16.4	5.9	22.3
Transportation & Public Works	21.3	30.6	51.9
SR Water	0.6	180.4	181.0
Non-Departmental	-5.9	4.8	-1.1
Total FY 2018-19 Proposed Budget	\$169.2M	\$278.6M	\$447.8M
Total FY 2017-18 Adopted Budget	\$154.3M	\$231.0M	\$385.3M

*Administration includes: City Council, City Manager's Office, Office of Community Engagement, City Attorney's Office, Human Resources and Finance.

FY 2018-19 Citywide Expenditures by Department



Total Citywide Expenditures = **\$447.8M**

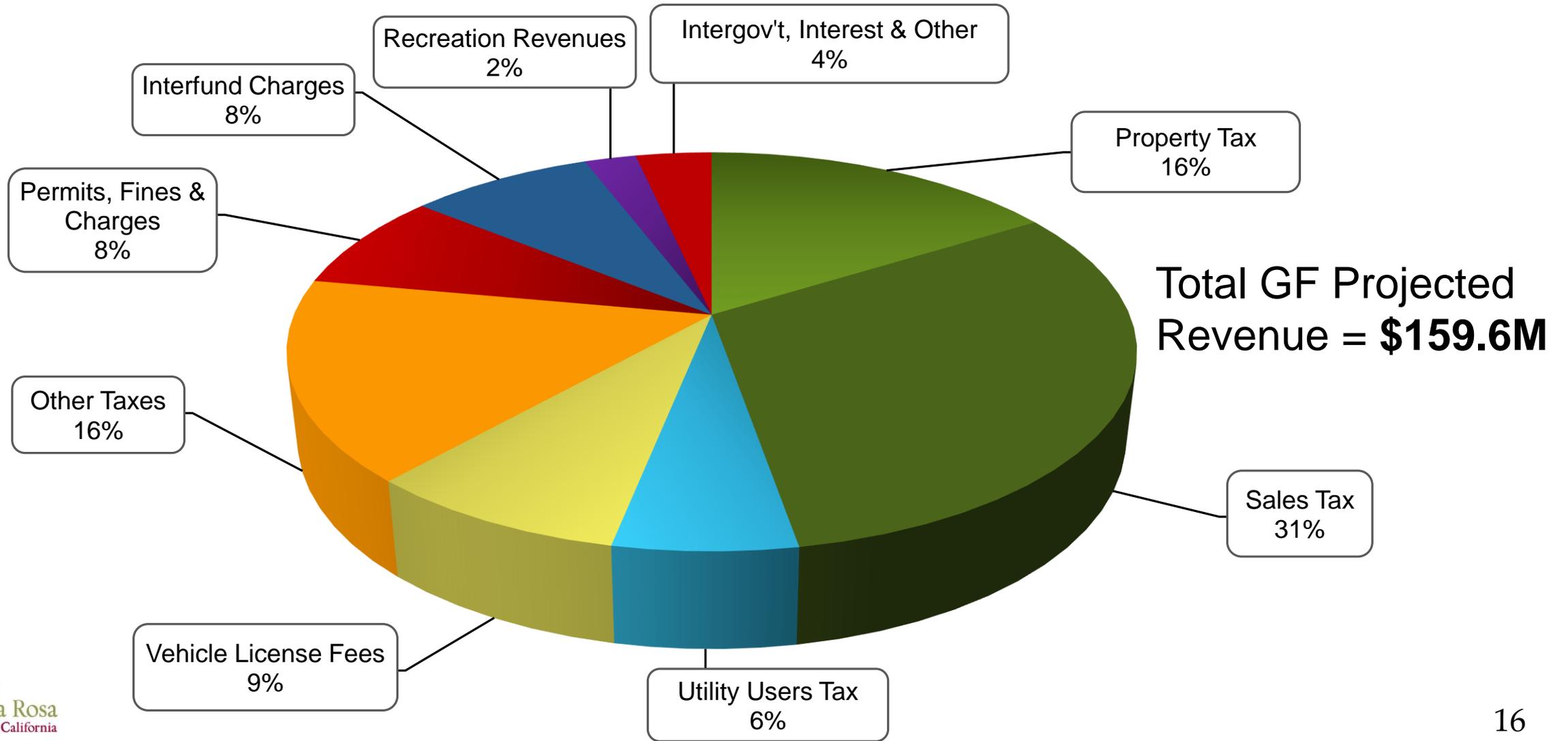
*Administration includes: City Council, City Manager's Office, Office of Community Engagement, City Attorney's Office, Human Resources and Finance.

General Fund Proposed Budget Overview

FY 2018-19 General Fund Revenues by Category (in millions)

Category	2017-18 Adopted Budget	2018-19 Proposed Budget	\$ Change	% Change
Property Tax	\$26.5	\$25.8	-\$0.7	-2.6%
Sales Tax	48.8	49.6	0.8	1.6%
Utility Users Tax	9.7	9.4	-0.3	-3.1%
Vehicle License Fees	13.6	13.5	-0.1	-0.7%
Other Taxes	23.6	26.0	2.4	10.2%
Permits, Fines & Charges	11.2	12.7	1.5	13.4%
Interfund Charges	12.5	13.3	0.8	6.4%
Recreation Revenues	4.0	3.8	-0.2	-5.0%
Intergov't, Interest & Other	3.2	5.5	2.3	71.9%
Total	\$153.1M	\$159.6M	\$6.5M	4.2%

FY 2018-19 General Fund Revenues by Category

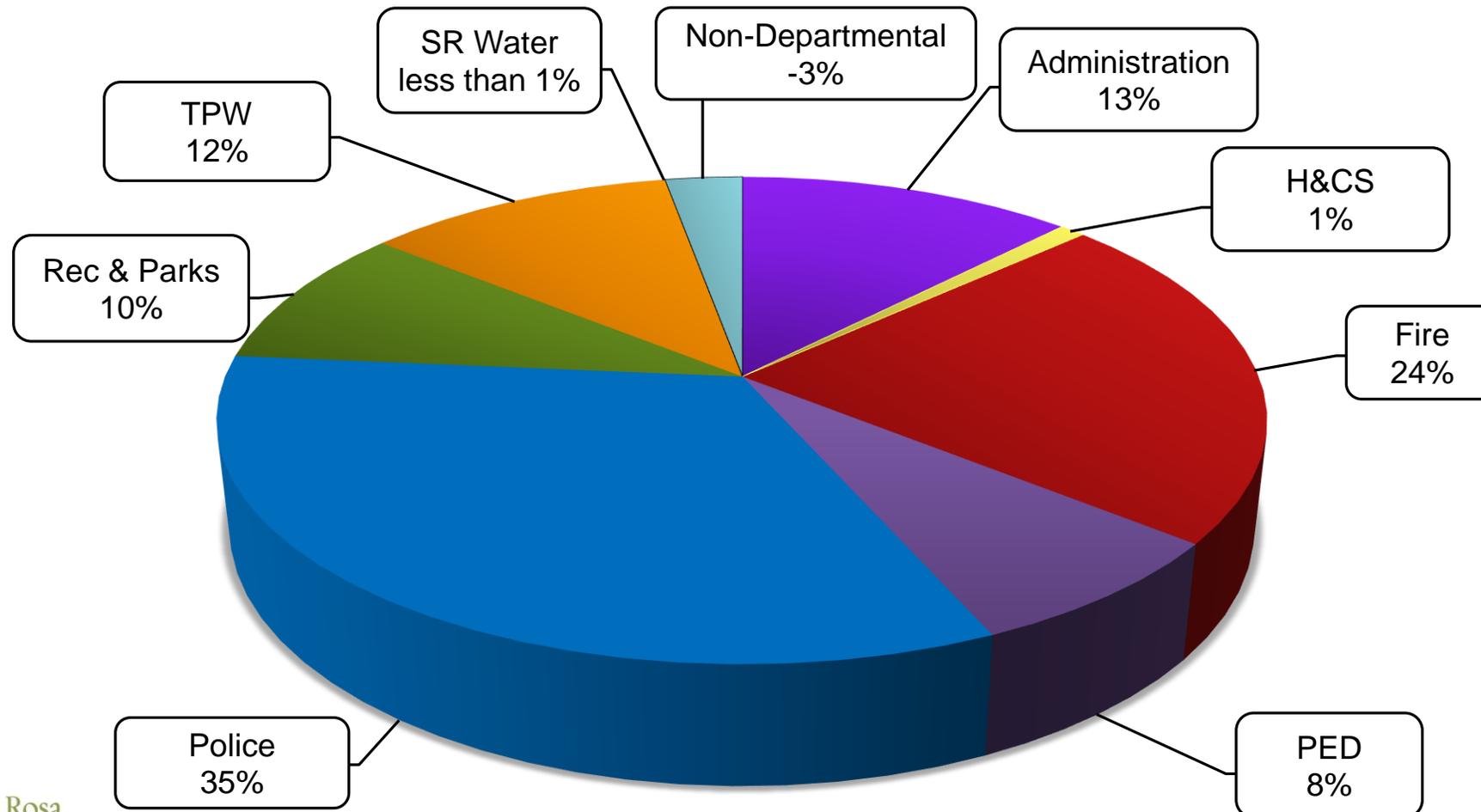


FY 2018-19 General Fund Expenditures by Department (in millions)

Department	2017-18 Adopted Budget	2018-19 Proposed Budget	\$ Change	% Change
Administration*	\$19.8	\$22.3	\$2.5	12.6%
Housing & Community Services	1.3	1.8	0.5	38.5%
Fire	38.5	40.1	1.6	4.2%
Planning & Economic Develop.	10.4	13.3	2.9	27.9%
Police	53.9	59.3	5.4	10.0%
Recreation & Parks	15.4	16.4	1.0	6.5%
Transportation & Public Works	19.7	21.3	1.6	8.1%
SR Water (Storm Water GF only)	0.3	0.6	0.3	100.0%
Non-Departmental	-5.0	-5.9	-0.9	18.0%
Total	\$154.3M	\$169.2M	\$14.9M	9.7%

*Administration includes: City Council, City Manager's Office, Office of Community Engagement, City Attorney's Office, Human Resources and Finance.

FY 2018-19 General Fund Expenditures by Department



Total GF Expenditures = **\$169.2M**

FY 2018-19 General Fund Expenditures by Category (in millions)

Category	2017-18 Adopted Budget	2018-19 Proposed Budget	\$ Change	% Change
Salaries	\$78.6	\$85.2	\$6.6	8.4%
Benefits	42.7	48.9	6.2	14.5%
Professional Services	11.3	11.2	-0.1	-0.9%
Vehicle Expense	4.4	4.9	0.5	11.4%
Operational Supplies	3.2	3.3	0.1	3.1%
Utilities	4.0	3.9	-0.1	-2.5%
Information Technology	4.5	4.8	0.3	6.7%
Liability/Property Insurance	1.5	1.6	0.1	6.7%
Other Miscellaneous	1.0	1.0	-	0%
Capital Outlay	0.1	0.2	0.1	100.0%
CIP and O&M Projects	3.0	4.2	1.2	40.0%
Total	\$154.3M	\$169.2M	\$14.9M	9.7%

FY 2018-19 General Fund Year over Year Change

Category	Year over Year Change	\$ Change
Salaries	3% COLA (17-18 & 18-19)	\$6.10M
Benefits	PERS Retirement	1.16M
Benefits	PERS Unfunded Liability	2.77M
Sal/Ben/S&S	Cannabis (13 FTEs); \$2.6M revenue offset	1.82M
Sal/Ben/S&S	Roseland Annex (16 FTEs); \$500K revenue offset (\$1.39M in 17-18)	1.20M
O&M Projects	Fire Recovery (PED); 100% revenue offset	1.40M
S&S	Election Year Costs (CC)	0.44M
	Total GF Change from FY 2017-18 to FY 2018-19	\$14.9M

General Fund Baseline Calculation

	FY 2018-19	% of Total GF Expenditures
Total General Fund Expenditures	\$169.2M	
POLICE		
Baseline	\$58.0M	34.3%
Adopted Budget	\$59.3M	
Over/(Under) Baseline	\$1.3M	
FIRE		
Baseline	\$40.1M	23.7%
Adopted Budget	\$40.1M	
Over/(Under) Baseline	--	
VIOLENCE PREVENTION		
Baseline	\$706K	0.4%
Adopted Budget	\$708K	
Over/(Under) Baseline	\$2K	

FY 2018-19 General Fund Summary

(in millions)

Transfers IN	
Gas Tax	\$1.88M
Measure M	\$235K
Traffic Safety	\$400K
Consumer Protection Acct-Trust Fund	\$248K
Various	~\$42K
Total Transfers IN	\$2.8M
Transfers OUT	
CIP	\$2.51M
Parking Enforcement	\$1.18M
Homeless Services	\$2.20M
Real Property Transfer Tax-Homeless Svc & Aff Housing	\$713K
CHSQ Debt Service	\$730K
Various	~\$61K
Total Transfers OUT	\$7.4M

	Proposed Budget 2018-19
Revenue	\$159.6
Transfers In	2.8
Total	\$162.4
Expenditures	\$169.2
Transfers Out	7.4
Total	\$176.6
Surplus/(Deficit)	(\$14.2M)

Status of General Fund Reserves

General Fund Appropriations

3% COLA	\$3.01M
Roseland Annexation	\$303K
Cannabis Program	\$931K
Misc. Use of Reserves	\$646K
Total GF Reserve Appropriations	\$4.9M

Disaster-Related Appropriations

Fire Recovery Center	\$4.6M
E&Y Recovery Contract	\$500K
Net EOC Costs (estimated)	\$4.3M
Total Disaster-Related Appropriations	\$9.4M

	Amount	Reserve Percentage
FY 2016-17 Ending Reserves	\$37.3M	25.1%
FY 2017-18 Budget Deficit	-5.9M	
Council Approved Appropriations from Reserves	-4.9M	
Disaster-Related Appropriations from Reserves	-9.4M	
FYE 2017-18 Estimated Reserves	\$17.0M	11.5%
<i>Policy-Mandated Reserve Requirement</i>	<i>\$22.3M</i>	<i>15%</i>
Over/(Under) Council Policy	(\$5.3M)	

Status of General Fund Reserves

Estimated Reserves after Fire Related Costs and FY 2017-18 Additional Appropriations	\$17.0M
FY 2017-18 Not Budgeted Revenue estimates	
Cannabis Industry Tax and Permitting Revenue	est. \$1.2M
Fire Recovery Permitting Revenue	est. \$2.0M
FEMA Reimbursement for Initial Disaster Costs	est. \$5.3M
Estimated Reserves at June 30, 2018	\$25.5M
FY 2018-19 Budget Deficit	(\$14.2M)
Estimated Reserves at June 30, 2019	\$11.3M
Policy-Mandated Reserve Requirement (15% of \$169.2M)	\$25.4M
Over/(Under) Council Policy	(\$14.1M)

Long Range Financial Forecast

(in millions)

	Budget FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
Revenue	\$159.6	\$161.9	\$165.5	\$169.4	\$173.4	\$177.6	\$181.8	\$185.8	\$187.1	\$182.3
Transfers In	2.8	2.8	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6
Total	\$162.4	\$164.7	\$168.2	\$172.0	\$176.0	\$180.2	\$184.4	\$188.4	\$189.7	\$184.9
Expenditures	169.2	174.9	181.0	186.7	192.1	196.8	201.4	204.7	208.2	211.8
Transfers Out	7.4	7.5	7.6	7.6	7.7	7.8	7.9	8.0	8.0	8.0
Total	\$176.6	\$182.4	\$188.6	\$194.3	\$199.8	\$204.6	\$209.3	\$212.7	\$216.2	\$219.8
Surplus / (Deficit)	-\$14.2	-\$17.7	-\$20.4	-\$22.3	-\$23.8	-\$24.4	-\$24.9	-\$24.3	-\$26.5	-\$34.9

FTE Staff Summary

Authorized FTE Staff Summary

Dept.	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FTE Change	FY 18-19
CMO	14.00	17.00	11.00	13.00	--	13.00
CAO	12.90	12.90	14.90	15.90	1.00	16.90
Comm Engage	-	-	7.00	7.00	--	7.00
Finance	62.35	64.35	97.35	98.85	3.50	102.35
Fire	147.75	147.75	147.75	148.75	1.00	149.75
EDH	65.00	60.00	--	--	--	--
H&CS	-	-	30.75	33.00	2.50	35.50
HR	19.00	20.00	21.00	21.00	--	21.00

Authorized FTE Staff Summary

Dept.	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FTE Change	FY 18-19
IT	25.00	26.00	28.00	29.00	1.00	30.00
CD	34.50	37.75	--	--	--	--
PED	-	-	50.00	51.00	7.50	58.50
Police	258.75	256.75	256.50	264.50	2.00	266.50
TPW	275.50	270.50	277.50	274.50	-0.50	274.00
R&P	85.15	93.15	74.00	74.00	--	74.00
Water	239.50	243.50	249.50	253.50	-1.00	252.50
Total FTE's	1,239.40	1,249.65	1,265.25	1,284.00	17.00	1,301.00

FY 2018-19 General Fund Position Change Detail

Dept.	Position Title	FTE
Multiple	Approved Mid-Year 2017-18 positions	14.00
Cannabis Initiative Related Positions:		
CAO	Assistant City Attorney	1.00
Fire	Fire Inspector	1.00
HCS	Code Enforcement Officer	1.00
HCS	Sr. Administrative Assistant	0.50
PED	City Planner	1.00
PED	Building Inspector	1.00
PED	Associate Civil Engineer	0.50
Cannabis Initiative Related Positions Total		6.00

FY 2018-19 General Fund Position Change Detail

Dept.	Position Title	FTE
All Other Positions:		
TPW	Reclass Assistant Engineer to Associate Civil Engineer	--
TPW	Reclass Sr. Maintenance Worker to Facilities Crew Supervisor	--
Total General Fund FTE Changes		20.00

FY 2018-19 Non-General Fund Position Change Detail

Dept.	Position Title	FTE
IT	GIS Analyst (Mid-Year 2017-18 transfer from TPW)	1.00
IT	Reclass GIS Analyst to GIS Coordinator	--
OCE	Community Outreach Special (Limited term exp. 6/30/19)	--
Finance	Parking Enforcement Officer	0.50
TPW	Reclass Assistant Engineer to Associate Civil Engineer	--
TPW	Equipment Mechanic II	-3.00
TPW	Equipment Service Worker	-0.50
Water	Senior Buyer	1.00
Water	Deputy Director – Engineering Resources	1.00
Water	Senior Administrative Assistant	-1.00
Water	Electrical Technician	-1.00
Water	Environmental Specialist	-1.00
	Total Non-General Fund FTE Changes	-3.00

Questions / Comments

Department's Proposed Budgets

Department Review Schedule

- Administrative Departments:
 - City Council / Community Promotions
 - City Manager's Office
 - City Attorney's Office
 - Finance / Non-Departmental
 - Human Resources
 - Office of Community Engagement
- Information Technology
- Planning & Economic Development

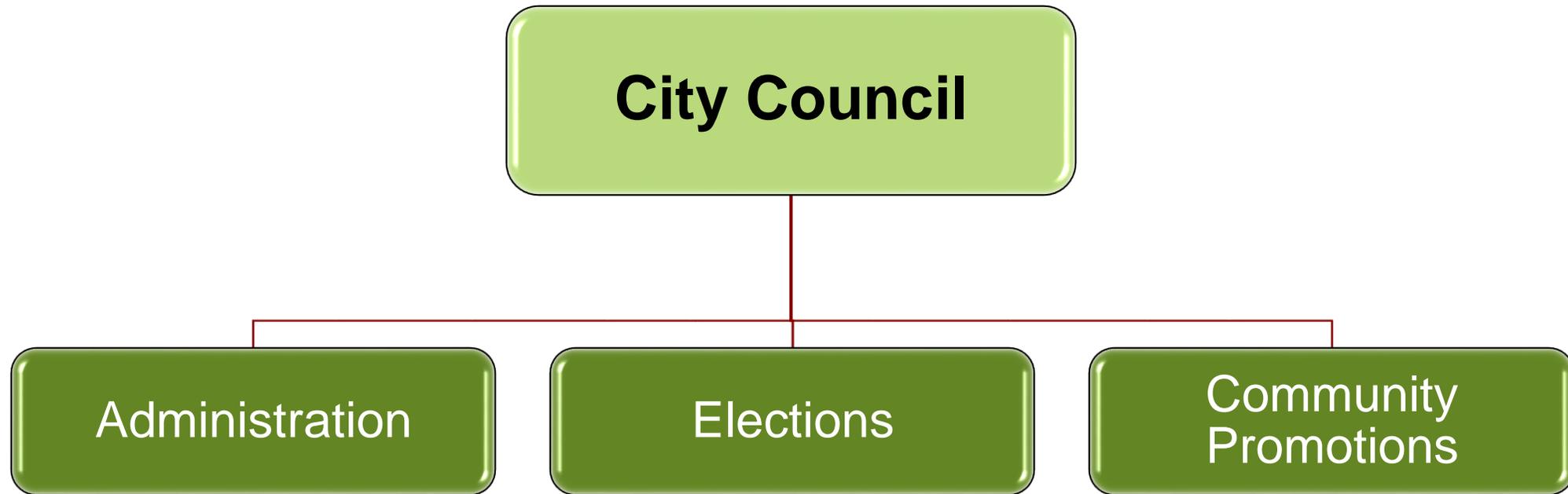
Department Review Schedule

Study Session continued on May 16th

- Recreation & Parks
- Fire Department
- Police Department
- Housing & Community Services
- Transportation & Public Works
- Santa Rosa Water
- Capital Improvement Program

City Council FY 2018-19 Proposed Budget

City Council Organizational Chart



City Council Program Description

- **Administration:** The City Council is the legislative and policy-making body for the City of Santa Rosa
- **Elections:** This program is responsible for costs related to the preparation and conduct of general and special municipal elections
- **Community Promotions:** Council grants funding for a variety of local events

City Council Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget	% of Total
Elections	560,000	37.9%
Administration	794,278	53.7%
Community Promotions	125,000	8.4%
Total	1,479,278	100.0%

City Council Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Council Members' Salaries	72,000	72,000	0	0.0%
Non-Council Member's Salaries	63,100	64,756	1,656	2.6%
Total Salaries	135,100	136,756	1,656	1.2%
Council Members' Benefits	157,660	131,895	(25,765)	-16.3%
Non-Council Member's Benefits	35,802	23,326	(12,476)	-34.8%
Total Benefits	193,462	155,221	(38,241)	-19.8%
Professional Services	567,603	866,346	298,743	52.6%
Utilities	5,300	5,300	0	0.0%
Operational Supplies	9,700	9,700	0	0.0%
Information Technology	93,656	98,755	5,099	5.4%
Other Miscellaneous	135,200	207,200	72,000	53.3%
Total	1,140,021	1,479,278	339,257	29.8%

City Council Expenditures by Fund

Expenditures by Fund	2017-18 Budget	2018-19 Budget	\$ Change	% Change
General Fund	1,140,021	1,479,278	339,257	29.8%
Total	1,140,021	1,479,278	339,257	29.8%

Budget Highlights

- Budget increased due to General Election in November 2018
 - \$375K in Professional Services
 - \$60K in Other Miscellaneous for printing services

Accomplishments

- Developed 'Housing First' strategy
- Completed Roseland Annexation
- Implemented Cannabis program
- Initiated procedures for transition from at-large to district-based elections
- Approved agreement for solid waste collection with Recology and a low-income rate for services
- Declared local emergency due to wildfires and approved agreement for post-fire recovery and rebuilding

Community Promotions Funding Request

FY 2018/19 Recommendations

Requests	FY 2018/19 Requested			Recommended Funding		
	City Services	Cash	Total Request	City Services	Cash	Total Request
Art is Medicine	\$150	\$7,000	\$7,150	\$150	\$7,000	\$7,150
Dia de los Muertos*	\$0	\$9,500	\$9,500	\$1,500	\$1,500	\$3,000
Holiday Horse & Carriage Rides	\$1,500	\$3,000	\$4,500	\$1,500	\$3,000	\$4,500
Human Race	\$0	\$8,500	\$8,500	\$5,000	\$0	\$5,000
Matsuri Japanese Festival	\$1,950	\$7,200	\$9,150	\$1,950	\$7,200	\$9,150
Pride Parade & Festival	\$12,000	\$15,000	\$27,000	\$12,000	\$15,000	\$27,000
Red, White and Boom	\$20,000	\$0	\$20,000	\$18,500	\$0	\$18,500
Rose Parade	\$12,650	\$5,750	\$18,400	\$12,650	\$0	\$12,650
Wed Night Downtown Market	\$23,000	\$0	\$23,000	\$23,000	\$0	\$23,000
West End Farmers Market	\$0	\$8,500	\$8,500	\$0	\$1,000	\$1,000
Winterblast	\$500	\$5,500	\$6,000	\$500	\$5,500	\$6,000
TOTALS	\$71,750	\$69,950	\$141,700	\$76,750	\$40,200	\$116,950

Questions / Comments

City Manager's Office FY 2018-19 Proposed Budget

City Manager's Office Organizational Chart



City Manager's Office Program Description

- **Administration:** This program is responsible for the oversight of all City Departments; works closely with the City Council
- **City Clerk:** This program is responsible for administering the City's legislative process, municipal elections, and records management programs

City Manager's Office Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget	% of Total
General Administration	2,896,221	96.4%
City Clerk	77,913	2.6%
Total General Ledger	2,974,134	99.0%
CIP and O&M Projects	30,000	1.0%
Total Job Ledger	30,000	1.0%
Total	3,004,134	100.0%

City Manager's Office Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Salaries	1,245,841	1,318,716	72,875	5.8%
Benefits	532,994	619,677	86,683	16.3%
Professional Services	237,370	727,370	490,000	206.4%
Vehicle Expenses	500	0	(500)	-100.0%
Utilities	5,360	5,360	0	0.0%
Operational Supplies	25,500	25,500	0	0.0%
Information Technology	145,278	150,214	4,936	3.4%
Other Miscellaneous	125,922	127,297	1,375	1.1%
CIP and O&M Projects	212,000	30,000	(182,000)	-85.8%
Total	2,530,765	3,004,134	473,369	18.7%

City Manager's Office Expenditures by Fund

Expenditures by Fund	2017-18 Budget	2018-19 Budget	\$ Change	% Change
General Fund	2,530,765	3,004,134	473,369	18.7%
Total	2,530,765	3,004,134	473,369	18.7%

Budget Highlights

- \$500K increase in Professional Services for multi-year contract with Ernst & Young for post-fire recovery efforts
- \$183K reduction in O&M Projects
 - \$147K decrease in Garbage Franchise Analysis
 - \$35K decrease in City Clerk Records Management project

Accomplishments

- Successfully transitioned City to new solid waste provider
- Assisted with various functions at the Emergency Operations Center during the wildfires including management, logistics, and public information; and provided support at the Local Assistance Center and Right-of-Entry Center
- Managing Recovery efforts after October wildfires
- Centralized public portal to Boards/Commissions/Committees
- Launched *Speak Up Santa Rosa!* Online engagement platform
- Implemented *VoteCast* – a digital tracking program for capturing motions and votes during the Council meetings

Key Performance Measures

City Manager's Office

Council Requests

4.2

days to respond



 Measured
December 2017

Detail >

Public Record
Requests

6.6

Average Days to Respond



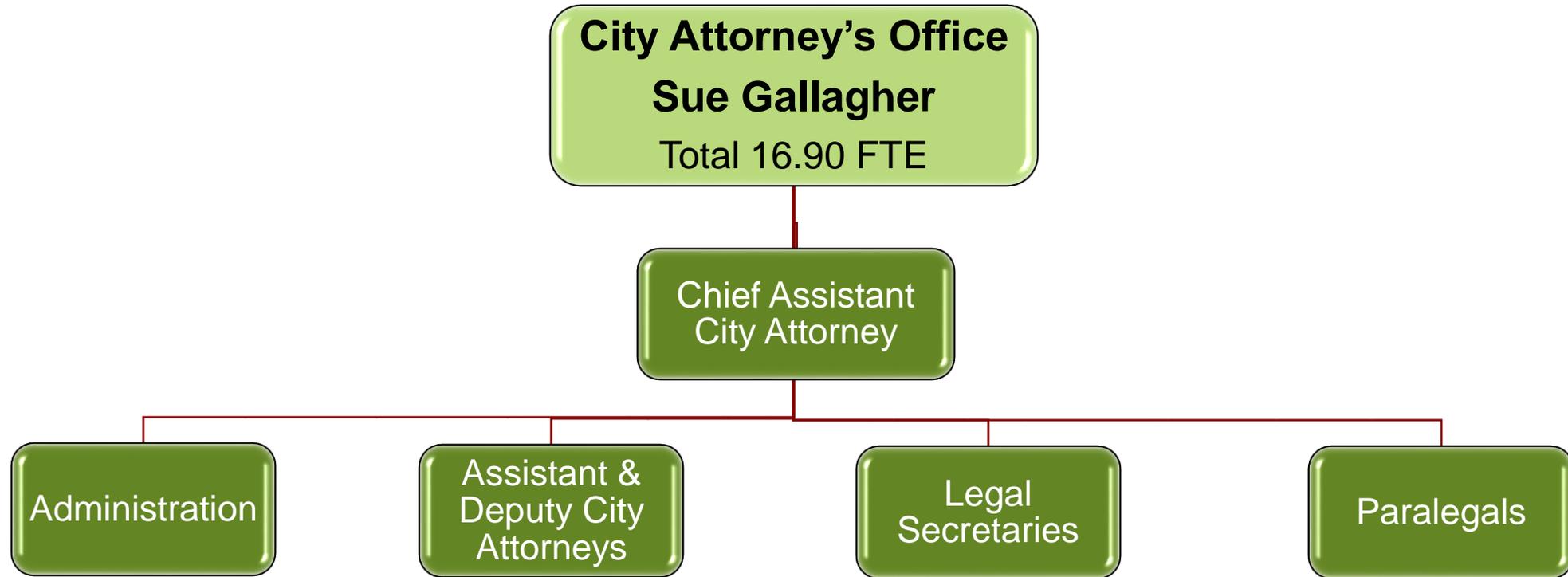
 Achieved Goal
December 2017

Detail >

Questions / Comments

City Attorney's Office FY 2018-19 Proposed Budget

City Attorney's Office Organizational Chart



City Attorney's Office Program Description

Legal Services: The City Attorney's Office is responsible for providing a variety of legal services for the City.

- Represents the City in legal proceedings.
- Provides comprehensive legal support to the Council, boards, commissions and City staff on a wide range of municipal matters.
- Provides guidance on municipal procedures, including the Brown Act, Public Records Act, Political Reform Act, and others.
- Reviews all City Council, Planning Commission, Board of Public Utilities and Housing Authority agendas for legal compliance and sits with those bodies during their public meetings.

City Attorney's Office Program Description

- Reviews, evaluates and recommends disposition of all claims made against the City.
- Represents the City in litigation from complaint through appeals, including in matters involving civil rights violations, personal injuries, eminent domain, environmental violations, land use matters, inverse condemnation, personnel disputes, and claims of dangerous condition of public property.
- Prosecutes City Code violations and abates public nuisances.
- Opposes release of weapons seized by police.

City Attorney's Office Program Description

- Reviews procurement procedures, contracts and surety bonds.
- Reviews and revises proposed legislation and policies.
- Advises on employment and labor issues.
- Working closely with City staff, provides legal support on issues such as housing and land use, California Environmental Quality Act compliance, municipal infrastructure, including roads, parks and civic facilities, public safety, water supply, water quality, franchise agreements, landfill issues, and labor and employment.

City Attorney's Office Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget	% of Total
Legal Services	3,503,076	99.6%
CIP and O&M Projects	15,000	0.4%
Total	3,518,076	100.0%

City Attorney's Office Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Salaries	1,967,671	2,212,679	245,008	12.5%
Benefits	782,154	989,761	207,607	26.5%
Professional Services	134,300	108,575	(25,725)	-19.2%
Vehicle Expenses	400	400	0	0.0%
Utilities	1,000	1,200	200	20.0%
Operational Supplies	19,800	29,300	9,500	48.0%
Information Technology	73,681	87,706	14,025	19.0%
Other Miscellaneous	73,455	73,455	0	0.0%
CIP and O&M Projects	15,000	15,000	0	0.0%
Total	3,067,461	3,518,076	450,615	14.7%

City Attorney's Office Expenditures by Fund

Expenditures by Fund	2017-18 Budget	2018-19 Budget	\$ Change	% Change
General Fund	3,067,461	3,518,076	450,615	14.7%
Total	3,067,461	3,518,076	450,615	14.7%

Budget Highlights

- Added 1.0 FTE Assistant City Attorney for Cannabis.

Accomplishments

- Represented the City to successful conclusion in numerous litigation actions including potentially significant exposure to the City and/or its employees:
 - In many cases, obtaining dismissal or settlement through court proceedings prior to trial, with no cost recovery against the City.
 - In other cases, successfully negotiating settlement of significant personal injury, contract, or statutory claims on terms favorable to City and within Council authorizations.

Accomplishments (cont.)

- Successfully pursued code enforcement actions, including obtaining inspection warrants, establishing receiverships, prosecuting misdemeanors, prevailing in short cause trials, prevailing in State administrative hearings, and recovering City costs.
- Filed and handled through resolution 25 weapons retention matters of behalf of SRPD following confiscation during domestic violence and involuntary psychiatric hold cases.

Accomplishments (cont.)

- Provided advice and guidance to Council following claim of violation of California Voting Rights Act and City's subsequent transition to district based election of Council members.
- Provided advice and support in connection with the annexation of Roseland and the on-going transition to full City services.
- Provided ongoing support to Planning and Economic Development in finalizing and implementing regulations applicable to the cannabis industry.
- Participated in negotiations and provided advice and guidance in the establishment of new garbage franchise agreement.

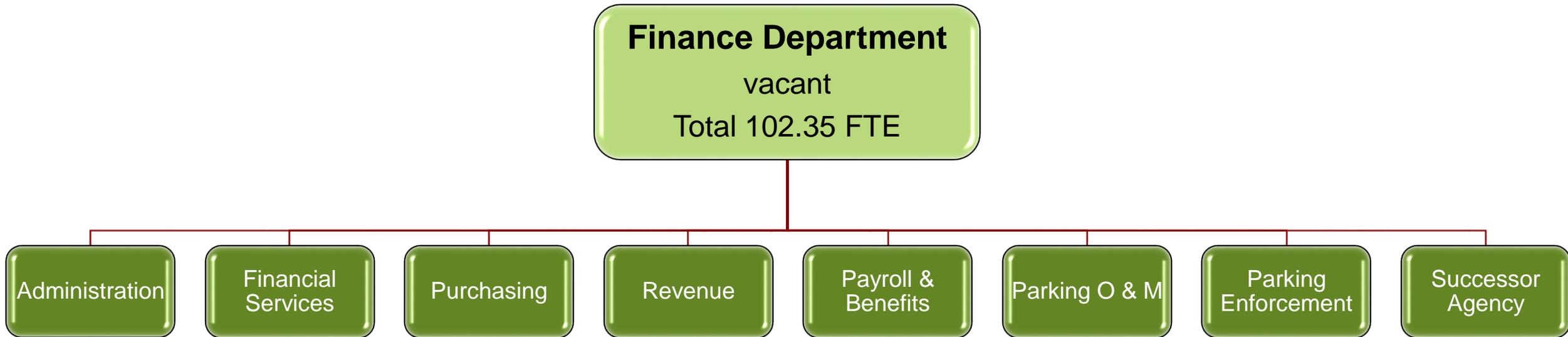
Accomplishments (cont.)

- Provided legal support to staff and Council regarding programs and initiatives to address homelessness.
- Provided legal support to staff and Council regarding Comprehensive Housing Strategy and Housing Action Plan.
- Provided legal support in the City's response and recovery from the October fires, including the following:
 - Emergency Operations Center and immediate response to fires
 - Debris Task Force
 - Build/Rebuild Task Force
 - Watershed Task Force
 - Resilient City initiatives

Questions / Comments

Finance Department FY 2018-19 Proposed Budget

Finance Department Organizational Chart



Finance Department Program Description

- **Administration:** Responsible for providing financial and support services to the City organizations, business community and general public.
- **Financial Services:** Provides accounting, internal audit, and financial reporting services, prepares the City's Comprehensive Annual Financial Report (CAFR), the City's Annual Operations and Maintenance Budget Report and the Annual Capital Improvement Program Budget Report.
- **Purchasing:** Includes the Warehouse, Accounts Payable and Contract Management. Provides purchasing, procurement, surplus disposal, purchasing cards, and warehousing support to the City organization.

Finance Department Program Description

- **Revenue:** Services include business tax management; utility fee revenues, and billing and collection services for City water and sewer utilities; City taxes; and miscellaneous receivables.
- **Payroll and Benefits:** Maintains City's payroll system and produces payments or employee benefits programs, manages City's deferred compensation program, provides costing and support to labor negotiations.
- **Parking O&M:** Serves an estimated two million customers per year by managing downtown public garages, surface lots and on-street spaces.

Finance Department Program Description

- **Parking Enforcement:** Monitors and regulates parking meters, time zones, and other restricted parking areas in the Downtown Central Parking District and Railroad Square Parking Meter Zone, as well as six Residential Permit zones.
- **Successor Agency:** Coordinate dissolution of former Redevelopment Agency obligations.

Finance Department Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget	% of Total
General Administration	1,809,388	8.6%
Purchasing	1,061,517	5.0%
Financial Services	2,641,837	12.5%
Revenue	5,113,929	24.2%
Payroll and Benefits	696,518	3.3%
Parking Services O&M	4,336,631	20.6%
Parking Enforcement	1,170,442	5.6%
Successor Agency	3,295,762	15.6%
Total General Ledger	20,126,024	95.4%
CIP and O&M Projects	964,000	4.6%
Total Job Ledger	964,000	4.6%
Total	21,090,024	100.0%

Finance Department Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Salaries	6,795,631	7,429,278	633,647	9.3%
Benefits	3,563,623	4,083,048	519,425	14.6%
Professional Services	2,690,796	2,900,188	209,392	7.8%
Vehicle Expenses	221,625	207,305	(14,320)	-6.5%
Utilities	92,637	89,816	(2,821)	-3.0%
Operational Supplies	610,233	637,242	27,009	4.4%
Information Technology	869,447	967,554	98,107	11.3%
Debt Service	3,834,301	3,040,912	(793,389)	-20.7%
Liability/Property Insurance	94,882	82,577	(12,305)	-13.0%
Other Miscellaneous	343,525	365,577	22,052	6.4%
Indirect Costs	625,712	322,527	(303,185)	-48.5%
Capital Outlay	22,500	0	(22,500)	-100.0%
CIP and O&M Projects	3,426,250	964,000	(2,462,250)	-71.9%
Total	23,191,162	21,090,024	(2,101,138)	-9.1%

Finance Department Expenditures by Fund

Expenditures by Fund	2017-18 Budget	2018-19 Budget	\$ Change	% Change
General Fund	10,158,868	11,041,189	882,321	8.7%
Parking District Fund	8,728,393	6,471,073	(2,257,320)	-25.9%
Pooled Investment Fund	215,000	282,000	67,000	31.2%
SA RDA Oblig Retirement Fund	4,088,901	3,295,762	(793,139)	-19.4%
Total	23,191,162	21,090,024	(2,101,138)	-9.1%

FY 2018-19 Parking Enterprise Fund Summary

	2018-19 Proposed Budget
Revenue	\$4,692,743
Transfers In	1,181,565
Total	\$5,874,308
Expenditures	\$6,471,073
Transfers Out	15,000
Total	\$6,486,073
Use of Reserves	(\$611,765)

Budget Highlights

- Addition of 3.5 FTEs:
 - 1.0 FTE Field Collection Representative at Mid-Year (Cannabis)
 - 2.0 FTE Customer Service Representatives at Mid-Year (Roseland)
 - 0.5 FTE Parking Enforcement Officer
- -\$2.0M reduction in the Parking District Fund for Garage Equipment Replacement project funded in FY 2017-18, not in FY 2018-19.

Accomplishments

- Completed installation of solar photovoltaic systems on four(4) public parking garage rooftops.
- Implemented progressive parking strategies, including the creation of Value and Premium rate zones for metered parking, and offered the first hour free at two garages with reduced rates of \$0.50/hour thereafter.
- Completed CalPERS audit and implemented new procedures for reporting holiday-in-lieu pay.
- Worked closely with consultants and IT to develop reports for FEMA reconciliation and reimbursement claims.

Accomplishments

- Successfully installed over 12,000 Advanced Metering Infrastructure (AMI) meters which represents 22% of utility billing's customer base. By the end of fiscal year, we estimate 44% or 24,000 of the meters will be installed.
- Revenue will be transitioning to a one-stop electronic payment solution in April 2018.
- Implemented an online leak adjustment form for customers to complete who were affected by the October fires.

Transition to Two-Year Budget Process

Two types of 2-year budgets:

- Option 1: Adopt a Year 1 budget with all information of current budget, and estimate for Year 2. Year 2 adopted as a Budget Update.
- Option 2: Adopt both Year 1 and Year 2 budgets in Year 1. Make budget changes during year, as needed.

Transition to Two-Year Budget Process

Option 1 – Present and Adopt Full Budget in Year 1; Update in Year 2

- \$100K one-time costs for consultant; some savings on printing; Lower print costs if Year 2 budget has less pages
- Year 1 budget process would be same as current process
- Year 2 would involve updating financial schedules – no department narrative information
- Align with Council Goal Setting Process
- CIP would be presented each as like current process
- General staff time developing budget reduced over two years
 - Probably no reduction in time for Budget Team or CIP

Transition to Two-Year Budget Process

Option 2 – Present and Adopt Budget Every Two Years

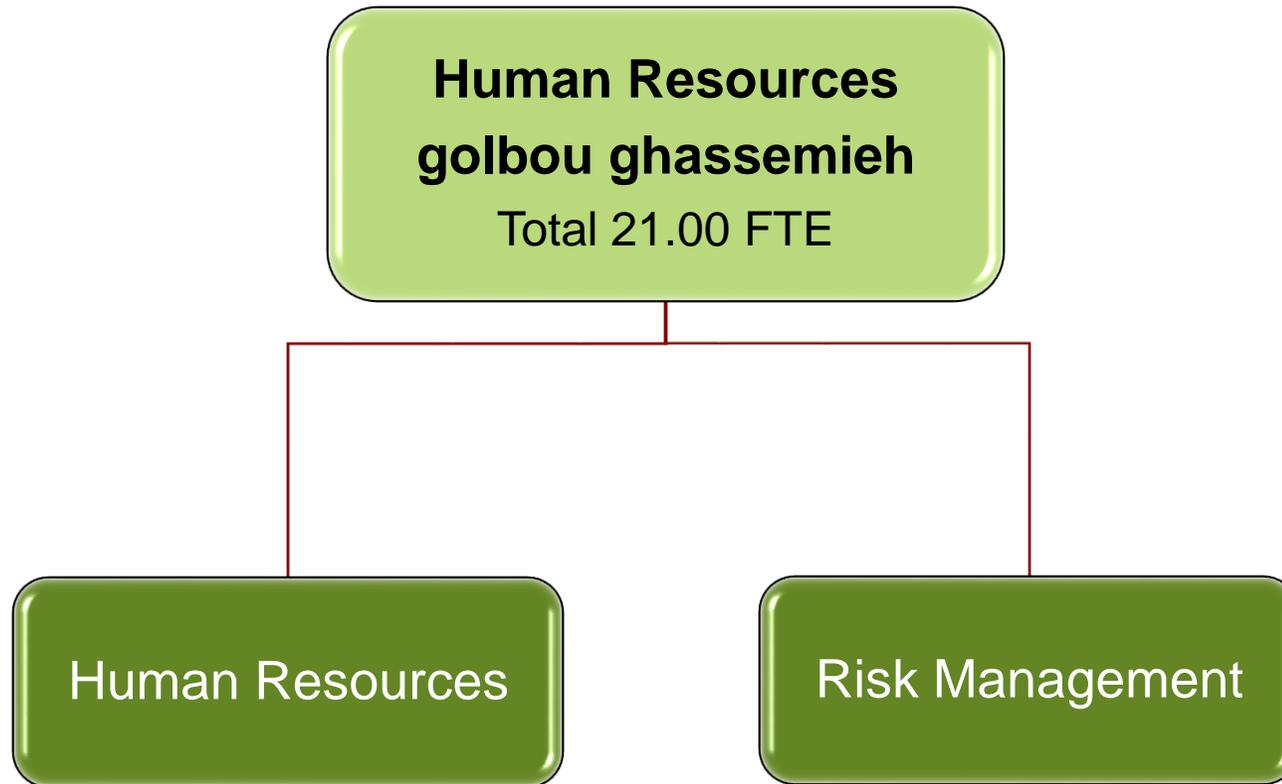
- \$100K one-time costs for consultant; savings on printing
 - Save approx. \$10K by not printing Year 2 budget books
- Adopt and print one budget every two years
 - Would need to adopt annual clean-up budget for salary and benefit changes
- Align with Council Goal Setting Process
- CIP – first two years adopted when budget is adopted
- Staff time savings relative to budget development citywide

Questions / Comments

Human Resources

FY 2018-19 Proposed Budget

Human Resources Organizational Chart



Human Resources Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget	% of Total
General Administration	2,418,050	7.0%
Risk Management	32,336,634	93.0%
Total	34,754,684	100.0%

Human Resources Program Description

- **Human Resources Program:**
 - Employee / Labor Relations
 - Contract Negotiations / MOU Interpretation
 - Discipline / Grievances / Labor-related Citywide Communication
 - Employment Services
 - Recruitment & Selection; Classification & Compensation
 - Performance Management
 - Policy Development and Interpretation
 - Compliance with State, Federal, City Rules & Regulations, City Code and Charter
 - Organizational Development
 - Training, Coaching, Facilitation, Mediation
 - Strategic Planning, Team Building

Human Resources Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Salaries	1,883,687	2,046,844	163,157	8.7%
Benefits	843,092	934,860	91,768	10.9%
Professional Services	780,488	644,322	(136,166)	-17.4%
Utilities	1,700	1,700	0	0.0%
Operational Supplies	27,500	27,500	0	0.0%
Information Technology	199,808	210,988	11,180	5.6%
Other Miscellaneous	92,340	91,640	(700)	-0.8%
Insurance Premium/Claim*	29,858,008	30,484,793	626,785	2.1%
Indirect Costs	217,145	311,937	94,792	43.7%
Total	33,903,768	34,754,584	850,816	2.5%

*Insurance Premium/Claim budget will be explained in more detail on slide 92.

Human Resources Program Description

- **Risk Management Program:**
 - Employee Benefits
 - Health and Wellness
 - Worker's Compensation
 - Employee Safety – OSHA
 - Drug & Alcohol Testing Programs
 - Other City Insurance Programs
 - Liability, Property, Cyber, Pollution, Master Crime, and Earthquake Insurance
 - Insurance Requirement in Contracts
 - Compliance with ADA Requirements

Risk Management

Insurance Premiums & Claims Detail

	2017-18 Budget	2018-19 Budget	\$ Change	% Change
City Health	13,370,549	13,609,912	239,363	1.8%
PERS Health	7,080,503	6,836,432	(244,071)	-3.4%
Workers Compensation	3,738,750	3,969,000	230,250	6.2%
Dental/Vision	2,109,650	2,109,575	(75)	0.0%
Other Employee Benefits	817,488	1,084,639	267,151	32.7%
Liability Insurance	2,036,733	2,179,500	142,767	7.0%
Earthquake Insurance	360,735	360,735	0	0.0%
Property/Fire Insurance	343,600	335,000	(8,600)	-2.5%
Insurance Premiums & Claims Total	29,858,008	30,484,793	626,785	2.1%

Budget Highlights

- In the Risk Management Fund, “Other Employee Benefits” increased by 32.7% due to the addition of the Short-Term Disability Benefit
- There was a slight increase in Workers’ Compensation Insurance by 6.2%, or \$230K

Accomplishments

- Implemented numerous programs to assist City employees post-fire
- Collaborated with JPA to secure property insurance reimbursement for City properties damaged or lost in fire
- Contracted with new Worker's Compensation TPA; converted from manual to electronic Claims File management
- Implemented Citywide centralized Safety Program
- Collaborated with City Staff and Labor Groups to finalize, implement and administer Memorandum of Understandings
- Implemented Short-term Disability Program for several Bargaining Units
- Automated mechanism for Injury/Illness reporting

Questions / Comments

Non-Departmental FY 2018-19 Proposed Budget

Non-Departmental Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget
Animal Shelter	1,900,000
County Admin Fee	300,000
Citywide GF Insurance	1,614,664
Sonoma Co. Trans. Authority	104,000
General Fund Administration	(10,312,624)
Non-Program	260,000
Debt Service	4,834,107
Total General Ledger	(1,299,853)
CIP and O&M Projects	205,000
Total Job Ledger	205,000
Total	(1,094,853)

Non-Departmental Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Salaries	1,550,000	1,550,000	0	0.0%
Benefits	10,000	10,000	0	0.0%
Professional Services	2,167,099	2,507,510	340,411	15.7%
Debt Service	4,827,204	4,830,597	3,393	0.1%
Liability/Property Insurance	1,480,114	1,614,664	134,550	9.1%
Other Miscellaneous	(1,300,000)	(1,500,000)	(200,000)	15.4%
General Fund Administration	(9,017,456)	(10,312,624)	(1,295,168)	14.4%
CIP and O&M Projects	142,600	205,000	62,400	43.8%
Total	(140,439)	(1,094,853)	(954,414)	679.6%

Non-Departmental Expenditures by Fund

Expenditures by Fund	2016-17 Budget	2017-18 Budget	\$ Change	% Change
General Fund	(4,971,153)	(5,928,960)	(957,807)	19.3%
2013 Pension Obligation Refund	3,734,837	3,736,380	1,543	0.0%
Fire Station Capital Lease	367,727	367,727	0	0.0%
Courthouse Square Capital Lease	728,150	730,000	1,850	0.3%
Total	(140,439)	(1,094,853)	(954,414)	679.6%

Budget Highlights

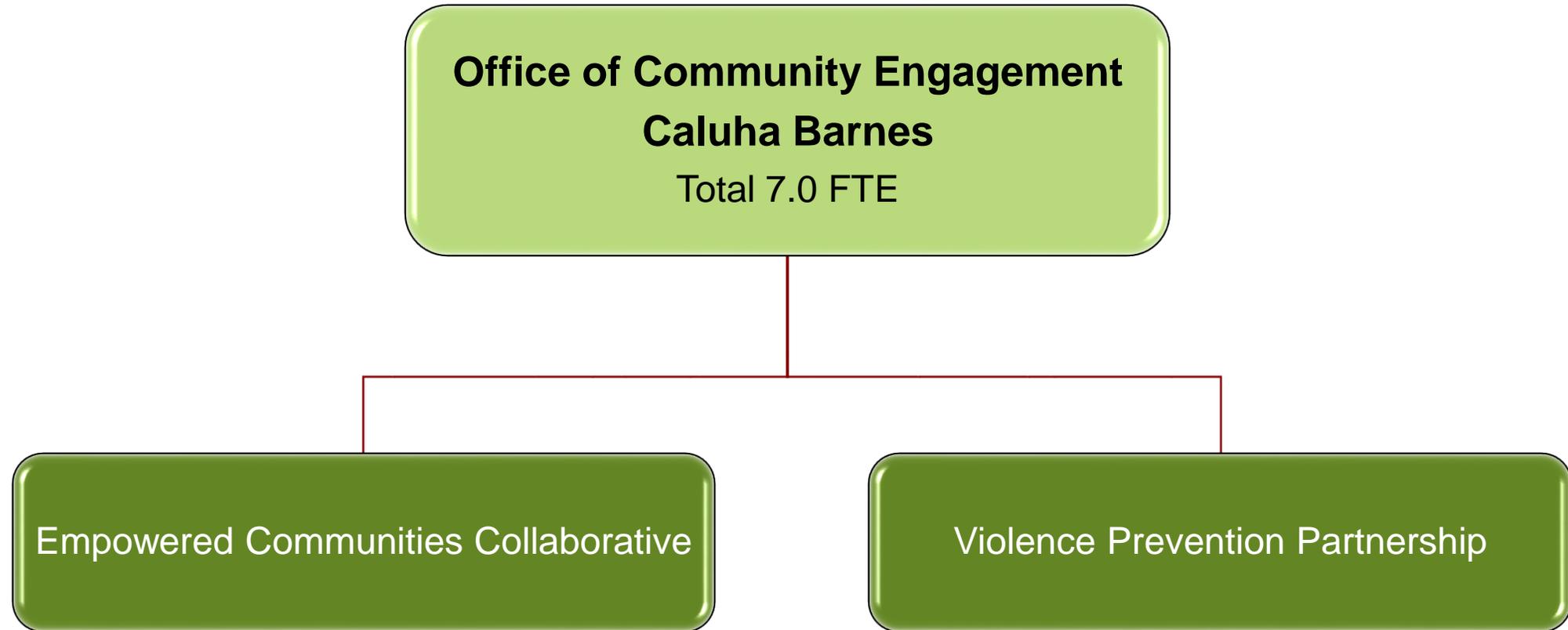
- General Fund Administration offset increased by \$1.2M; net zero balance across all General Fund departments.
- O&M Projects increased by \$62K
 - Increase of \$75K for Revenue Audit Services, which received no appropriations FY 2017-18 in order to spend down balance
 - Decrease of \$13K for LAFCO annual payment
- \$150K increase in Professional Services for City Manager's contingency funds, which were appropriated in one-time projects in FY 2017-18. Total CM Contingency is \$200K for FY 2018-19.

Questions / Comments

Office of Community Engagement FY 2018-19 Proposed Budget



Office of Community Engagement Organizational Chart



Office of Community Engagement

Program Description

- **Empowered Communities Collaborative:** Responsible for supporting, promoting, and organizing opportunities for civic engagement with residents of Santa Rosa, including connecting community members with their local government and strengthening and empowering neighborhood groups. Works in partnership with the Community Advisory Board to gather community feedback about concerns and budget priorities for the Capital Improvement Program, and to facilitate neighborhood improvements through the Community Improvement Grant Program.
- **Santa Rosa Violence Prevention Partnership:** Responsible for the implementation and evaluation of the Measure O CHOICE Grant Program, and the Santa Rosa Violence Prevention Partnership (The Partnership) 2017-2022 Strategic Plan, utilizing the Community Safety Scorecard (Scorecard) to inform program direction. The Partnership is a collaborative effort of over 50 organizations – including government, local law enforcement, business community, schools, and faith and community-based organizations – focused on reducing violence through creating safe and healthy neighborhoods, using collective impact model, integrated youth development programs, and community partnership efforts.

Office of Community Engagement Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget	% of Total
Empowered Communities Collaborative	502,806	24.1%
Violence Prevention	1,233,187	59.1%
Total General Ledger	1,735,993	83.2%
CIP and O&M Projects	351,073	16.8%
Total Job Ledger	351,073	16.8%
Total	2,087,066	100.0%

Office of Community Engagement Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Salaries	632,814	639,974	7,160	1.1%
Benefits	263,911	290,660	26,749	10.1%
Professional Services	629,596	613,480	-16,116	-2.6%
Utilities	2,100	2,820	720	34.3%
Operational Supplies	25,620	15,600	-10,020	-39.1%
Information Technology	45,684	65,130	19,446	42.6%
Other Miscellaneous	24,675	23,325	-1,350	-5.5%
Subrecipient Funding	45,000	55,000	10,000	22.2%
Indirect Costs	26,138	30,004	3,866	14.8%
CIP and O&M Projects	193,079	351,073	157,994	81.8%
Total	1,888,617	2,087,066	198,449	10.5%

Office of Community Engagement Expenditures by Fund

Expenditures by Fund	2017-18 Budget	2018-19 Budget	\$ Change	% Change
General Fund	647,742	853,879	206,137	31.8%
Measure O Fund	1,240,875	1,233,187	-7,688	-0.6%
Total	1,888,617	2,087,066	198,449	10.5%

Budget Highlights

- Extension of limited term Community Outreach Specialist through September 30, 2019. Position funded by the Sonoma County Probation Department grant of \$158K in O&M Projects.
- \$10K increase in Subrecipient Funding for Measure O Mini-Grant Program.
- -\$10K decrease in Operational Supplies: Community Awareness Program one-time funding in FY 2017-18, was not renewed for FY 2018-19.

Accomplishments

- Invested \$736,700 in 9 agencies, including 2 first time recipients to enhance school readiness, student engagement & truancy prevention, and workforce development services for youth & families, thru the Measure O funded CHOICE Grant Program.
- Conducted the annual Gang Prevention Week and Parent Engagement Month - a series of 7 community events and 4 parent trainings to support families of high-risk youth, engage them in peer support, and expose them to community resources.
- Completed The Partnership's 2017-22 Strategic Plan, which shifted the Partnership's focus from a violence intervention model to a public health framework, incorporating more upstream violence prevention strategies.

Accomplishments (cont.)

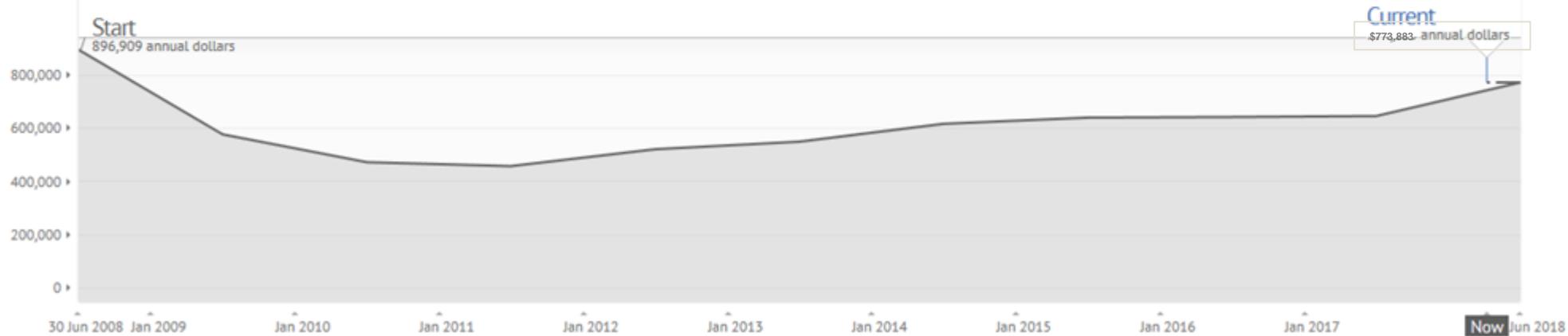
- Completed the Board of State and Community Correction's California Gang Reduction, Intervention, and Prevention Program (CalGRIP) grant that funded The Partnership's Guiding People Successfully (GPS) referral program – where 88% of GPS enrolled youth did not have a new or higher-level offenses within the review period following their GPS enrollment.
- Initiated what is believed to be first ever strategic planning process for the Community Advisory Board.
- Coordinated the Welcome Roseland Community Celebration event in collaboration with 13 City Departments, multiple community and business partners and residents to recognize the long-hoped for annexation of several Southwest Santa Rosa communities.
- Supported 9 community projects totaling \$31,483 via the Community Advisory Board's annual Community Improvement Grant program which received the highest ever number of applicants.

Key Performance Measures

Measuring Total Community Grants in dollars through June 2018

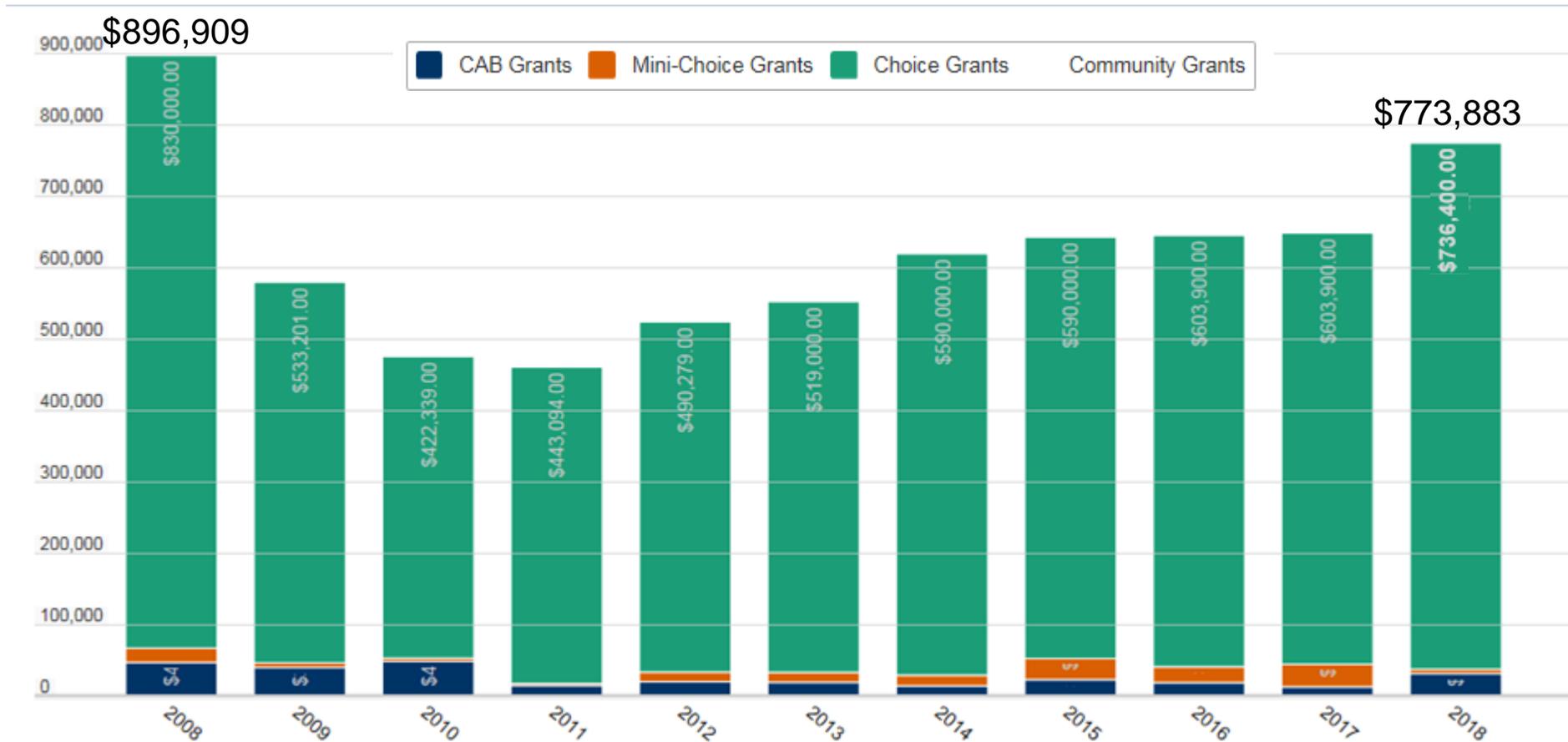
This goal is measured by tracking Community Grants in annual dollars. [Explore the data](#)

773,883 annual dollars
Current as of Jun 2018



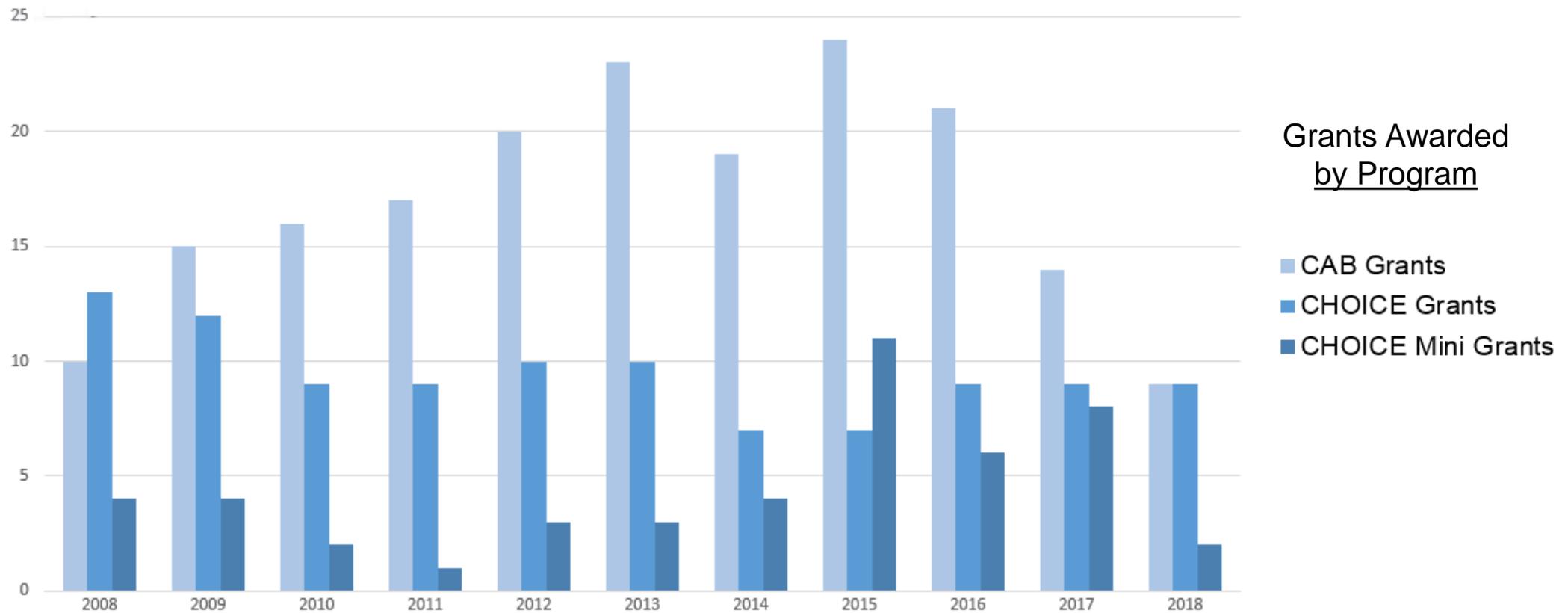
Key Performance Measures

Community Advisory Board and Violence Prevention Partnership (Measure O)



Key Performance Measures

Community Advisory Board and Violence Prevention Partnership (Measure O)



Summary of Additional Program Costs

PROGRAM	ONGOING COST
CAB – Existing Operations	\$ 74,500
CAB – Strategic Plan Implementation	TBD
CAB – Assume Admin of 2 Programs <i>(assumes transfer of previously budgeted amounts from Rec & Parks /CMO)</i>	\$ 5,000
OGTF – Implement Resilient Neighborhoods	\$593,000
OGTF – Assessment, Best Practices/Toolkit & Training	\$ 50,000
OGTF – Language accessibility assessment consultant)	\$25,000
TOTAL	\$ 747,500

Community Advisory Board Funding

Existing CAB Operations

- | | |
|---|----------|
| ❑ Community Open House Events | \$3,500 |
| ❑ Community Improvement Grants | \$35,000 |
| ❑ Board Operations - | \$17,500 |
| - Printing of neighborhood newsletter (\$14,000) | |
| - Marketing Materials (\$3,500) | |
| ❑ Services & Supplies | \$15,000 |
| ❑ Marketing, Accessibility & Facility Usage Costs for these activities | \$3,500 |
| - includes graphic design & printing; translation & interpretation services; facility rentals & permits; and supplies | |

Community Advisory Board Funding, *cont.*

Assume administration of 2 programs currently held in other departments

- ❑ Community Promotions Grants - \$ 125K (transfer from City Manager's Office)
- ❑ Annual Merit Awards Program - \$500 (transfer from Rec & Parks)
- ❑ Marketing, Accessibility & Facility Usage Costs for these activities - \$ 5,000
- includes graphic design & printing; translation & interpretation services; facility rentals & permits; and supplies

Total NET additional needs for CAB to take-over existing programs : \$5,000

Community Advisory Board Funding, *cont.*

Strategic Plan Implementation

The Strategic Planning process is still underway. Staff will return with recommendations for implementation after the report has been finalized.

Open Government Task Force

Develop Culture that Values Public Engagement

- ❑ Genuinely engage and partner with neighborhoods, volunteers, businesses, institutions and other organizations which support our community (VPP model of integrated network to bring groups together)
- ❑ Establish Santa Rosa as a leader in civic engagement with the goal of increasing Openness, Transparency and Accountability
- ❑ Close the communication loop – acknowledge the value of community input, wisdom and participation
- ❑ Increase opportunities for diverse community engagement and effective participation
- ❑ Build strong civic infrastructure – educate people about how best to engage

Open Government Task Force Implementation

1. Implementation of the Resilient Neighborhoods Network Initiative

- Staff (salaries & benefits) \$393K
 - Program Manager \$165K
 - ADD 2 - Community Outreach Specialist \$110k/per
 - ADD 1 VISTA Intern (1 currently budgeted) \$7,500
- Training \$150K
 - Community Leadership Training
 - Citizen Guide & How To Videos
 - Disaster Preparedness (will work with Fire to assess best approach – staff or contract)
- Services & Supplies \$25K
 - IT/phone/printer & engagement software platform
- Marketing, Accessibility & Facility Usage Costs for these activities - \$25K
 - includes graphic design & printing; **translation & interpretation** services; facility rentals & permits; and supplies

Open Government Taskforce Implementation

2. Work to create organizational culture and behavior that values the input from community engagement efforts

- ❑ Assess and build on existing departmental efforts
- ❑ Consider engagement tools available & tested in the market
 - ❑ TIERS Public Framework offered by the Institute for Local Government
 - Establish and fund SR Tiers Engagement Learning Lab Team
 - cross departmental cohort training together supported by an extended coaching program
- ❑ Services, supplies and training \$50,000

Open Government Taskforce Implementation

3. Draft & Adopt a Sunshine Ordinance

- ❑ Pending, initial draft presented to Council March 29, 2016
- ❑ Staff anticipates bringing ordinance back to Council July/August 2018
- ❑ Cultural and Language Accessibility Consultant \$25,000

Summary of Additional Program Costs

PROGRAM	ONGOING COST
CAB – Existing Operations	\$ 74,500
CAB – Strategic Plan Implementation	TBD
CAB – Assume Admin of 2 Programs <i>(assumes transfer of previously budgeted amounts from Rec & Parks /CMO)</i>	\$ 5,000
OGTF – Implement Resilient Neighborhoods	\$593,000
OGTF – Assessment, Best Practices/Toolkit & Training	\$ 50,000
OGTF – Language accessibility assessment consultant)	\$25,000
TOTAL	\$ 747,500

Questions / Comments

Information Technology FY 2018-19 Proposed Budget

Information Technology

Program Description

- **Administration:** Provides the overall strategy and administration for the Department. Leadership of early-stage initiatives:
 - Network and Data Security
 - Smart City / Public WiFi
 - Performance Measures (srcity.org/Performance)
 - srcity.org Website Redesign
- **Development:** Provides strategy, leadership, analysis, and hands-on services for building new software systems and implementing large-scale City-wide software migration programs, while providing software application development, project management, and application support services.
 - IFAS
 - Accela
 - CIS
 - Approximately 75 in-house developed solutions and automated interfaces

Information Technology Program Description

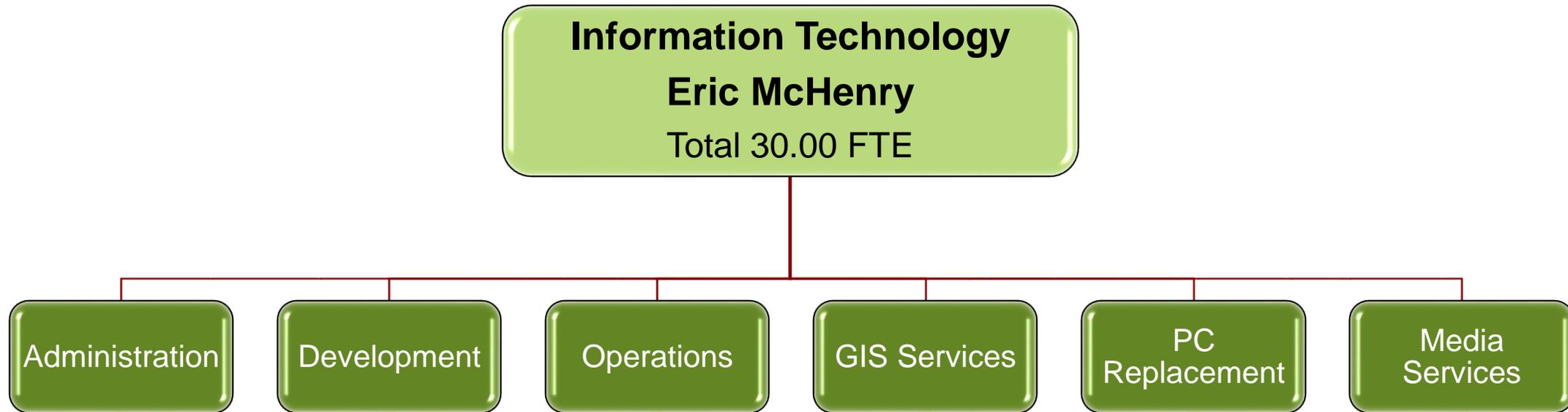
Operations: Provides the strategy and operations management of the core City data, storage, telecommunication systems and IT infrastructure.

- Network and Data Security
- Help Desk
- GIS Services
- Media Services
- PC Replacement
- Networking and WiFi

Media Services: Provides Public, Education and Government (PEG) services

- Government-related broadcast and playback
- Partnership with Sonoma County Library for media labs
- Proposed re-opening of Media Studio

Information Technology



Information Technology Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget	% of Total
I.T. Administration	502,477	5.7%
I.T. Development	3,195,878	36.4%
I.T. Customer Support	2,825,143	32.2%
I.T. GIS Services	471,259	5.4%
I.T. Media Services	188,125	2.1%
I.T. PC Replacement Program	176,953	2.0%
Total General Ledger	7,359,835	83.8%
CIP and O&M Projects	1,425,103	16.2%
Total Job Ledger	1,425,103	16.2%
Total	8,784,938	100.0%

Information Technology Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Salaries	2,824,679	3,031,190	206,511	7.3%
Benefits	1,277,004	1,471,740	194,736	15.2%
Professional Services	1,804,709	1,987,991	183,282	10.2%
Vehicle Expenses	14,850	14,850	0	0.0%
Utilities	308,515	308,965	450	0.1%
Operational Supplies	74,700	74,700	0	0.0%
Information Technology	27,589	32,792	5,203	18.9%
Liability & Property Insurance	28,021	35,949	7,928	28.3%
Other Miscellaneous	63,644	63,744	100	0.2%
Indirect Costs	332,589	337,914	5,325	1.6%
CIP and O&M Projects	1,393,567	1,425,103	31,536	2.3%
Total	8,149,867	8,784,938	635,071	7.8%

Information Technology Expenditures by Fund

Expenditures by Fund	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Information Technology	7,602,304	8,195,882	593,578	7.8%
Technology Replacement Fund	547,563	589,056	41,493	7.6%
Total	8,149,867	8,784,938	635,071	7.8%

Budget Highlights

- Strengthen GIS infrastructure for internal and external GIS services
 - Transferred 1.0 vacant FTE GIS Analyst from TPW.
 - Costs have been included in FY18/19 proposed IT budget
 - Reclassify vacant GIS Analyst to GIS Coordinator.
 - Incremental costs for FY18/19 is approximately \$7,000
 - Will be absorbed as part of the FY18/19 IT budget
- \$183K increase in Professional Services for license and support costs across various City software applications.

Accomplishments

- Deployed free public WiFi in Courthouse and Railroad Squares.
- Worked with departments to establish and publish public-facing performance measures and scorecards (srcity.org/Performance).
- Queueing system for PED front counters.
- Fire-recovery support tools and data analysis.
- Deployed new water billing resident portal.
- Migration of all permits for Roseland annexation.
- Advanced Metering Infrastructure (AMI) integration with water billing.
- Production services and hardware upgrades for public meeting content.
- New helpdesk system.
- Continued migration of enterprise applications to the cloud.
- Data and information security upgrades.

Key Performance Measures

(srcity.org/Performance)

Measuring Online & IVR Payments in Transactions (Monthly) through December 2018

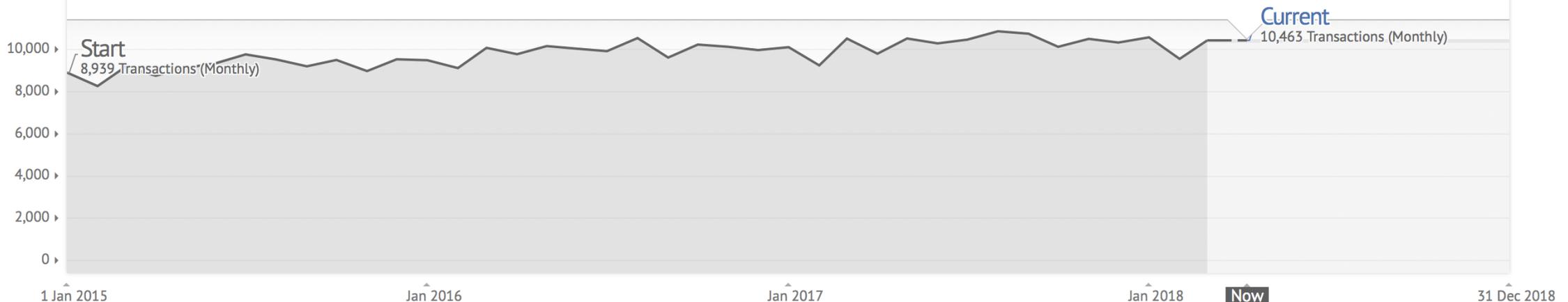


This goal is measured by tracking Online & IVR Payments in Transactions (Monthly). [Explore the data >](#)

10,463 Transactions (Monthly)
Current as of Mar 2018

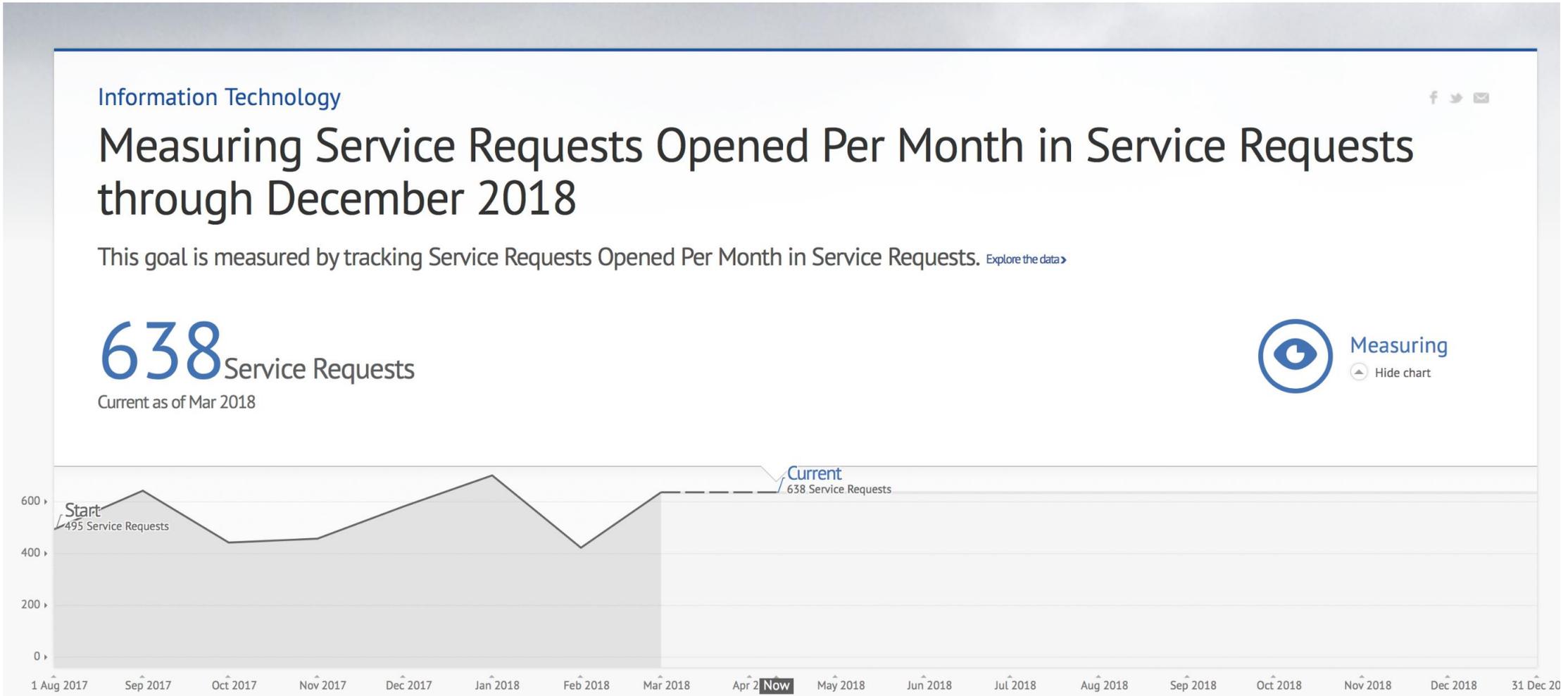


Measuring



Key Performance Measures

(srcity.org/Performance)



Key Performance Measures

(srcity.org/Performance)

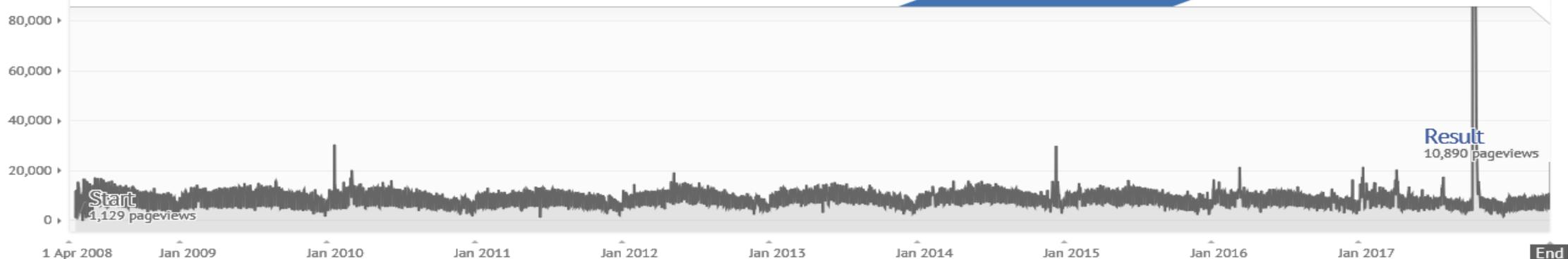
Measuring SRcity.org website traffic in pageviews through April 2018

This goal is measured by tracking SRcity.org website traffic in pageviews. [Explore the data >](#)

10,890 pageviews
Final Result from Apr 2018



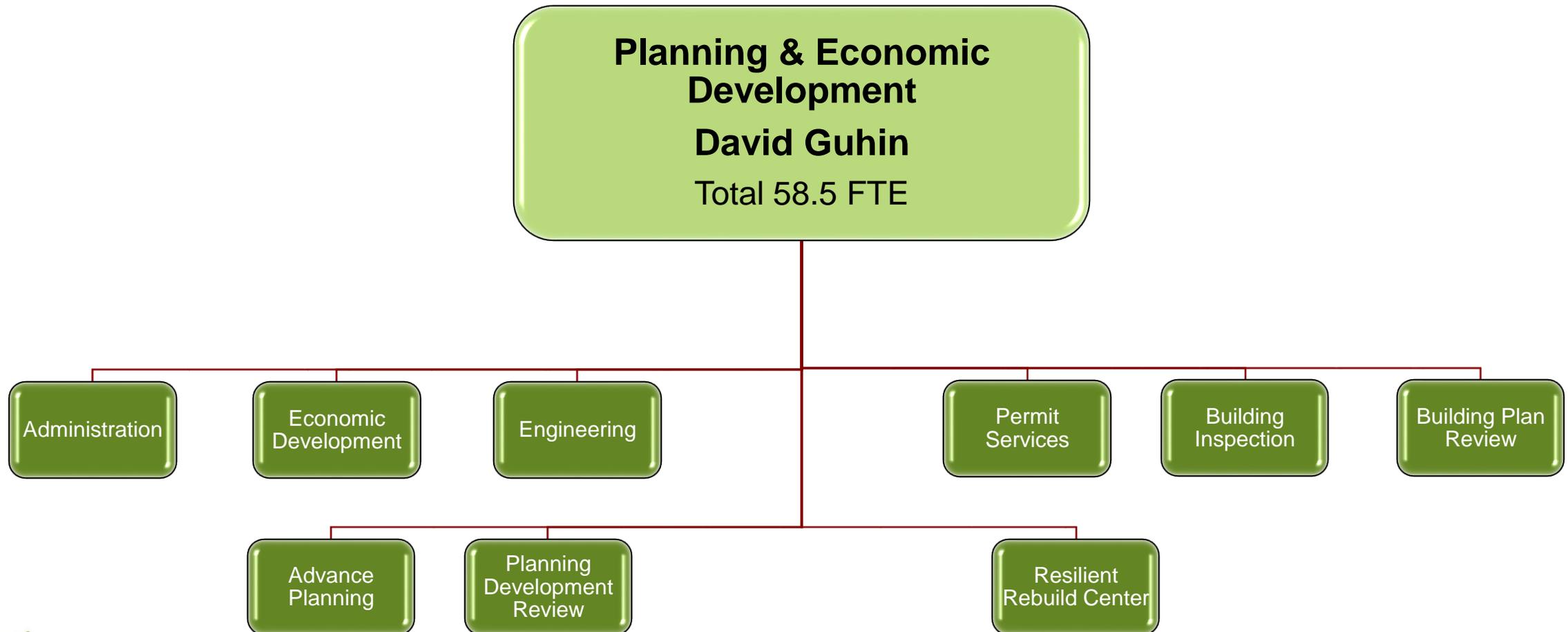
Measured
Goal Period ended April 2018



Questions / Comments

Planning & Economic Development FY 2018-19 Proposed Budget

Planning & Economic Development Organizational Chart



Planning & Economic Development Program Description

- **Administration:** Oversees and supports all functions of the department, providing technical and clerical support and department wide management.
- **Advance Planning:** Provides strategic thinking and analysis of physical, social and economic conditions, and trends to a wide variety of land use issues; initiates and conducts planning efforts which establish land use and policy direction for the community.
- **Building Inspection:** Conducts building inspections to verify compliance with building codes and regulations.
- **Building Plan Review:** Reviews building permit applications for compliance with building codes and related regulations, approves the permits for issuance, and provides support from the Chief Building Official and administrative building staff.

Planning & Economic Development Program Description

- **Economic Development:** Works on business attraction, retention and expansion efforts and connected workforce related initiatives; programs the Santa Rosa Tourism Business Improvement Area funds to reinforce the city's unique destination brand.
- **Engineering:** Provides engineering services throughout the various development phases of both private residential and commercial projects, as well as ensures the safety and quality of construction activities within the public right-of-way.
- **Planning Development Review:** Accepts and processes new entitlement applications; provides staff support to the Planning Commission, Design Review Board and Cultural Heritage Board, as well as provides information to the public regarding land use and zoning, and conducts environmental review as necessary.

Planning & Economic Development Program Description

- **Permit Services:** Assists with and processes all applications for planning, building and encroachment permits while coordinating with all reviewing agencies on projects, provides information and clarification to the public regarding zoning and building codes, as well as City processes. Assigns addresses for all new development. Fee calculations and assessments, department revenue and Impact/Demand Fees are received through the department.
- **Resilient Rebuild Center:** A full service dedicated center for the rebuilding effort. Staffed by consultants and overseen by City staff, this center provides planning, engineering, building and inspection services to support the rebuild of approximately 3,000 homes lost in the Tubbs Fire.

Planning & Economic Development Expenditures by Program

Expenditures by Program (All Funds)	2018-19 Budget	% of Total
General Administration	3,166,839	23.0%
Permit Services	972,449	7.1%
Building Plan Review	1,328,321	9.6%
Building Inspection	850,536	6.2%
Planning Development Review	2,077,353	15.1%
Advance Planning	540,429	3.9%
Engineering	2,206,680	16.0%
Economic Development	408,590	2.9%
Total General Ledger	11,551,197	83.8%
CIP and O&M Projects	2,233,684	16.2%
Total Job Ledger	2,233,684	16.2%
Total	13,784,881	100.0%

Planning & Economic Development

Expenditures by Category

Expenditures by Category (All Funds)	2017-18 Budget	2018-19 Budget	\$ Change	% Change
Salaries	4,747,969	5,659,733	911,764	19.2%
Benefits	2,192,851	2,757,505	564,654	25.7%
Professional Services	1,074,450	245,250	(829,200)	-77.2%
Vehicle Expenses	61,450	98,011	36,561	59.5%
Utilities	28,052	27,052	(1,000)	-3.6%
Operational Supplies	120,122	90,021	(30,101)	-25.1%
Information Technology	680,122	770,873	90,751	13.3%
Other Miscellaneous	246,359	251,321	4,962	2.0%
General Fund Administration	1,098,751	1,651,431	552,680	50.3%
CIP and O&M Projects	653,564	2,233,684	1,580,120	241.8%
Total	10,903,690	13,784,881	2,881,191	26.4%

Planning & Economic Development Expenditures by Fund

Expenditures by Fund	2017-18 Budget	2018-19 Budget	\$ Change	% Change
General Fund	10,399,190	13,280,381	2,881,191	27.7%
Santa Rosa Tourism BIA Fund	504,500	504,500	0	0.0%
Total	10,903,690	13,784,881	2,881,191	26.4%

Accomplishments

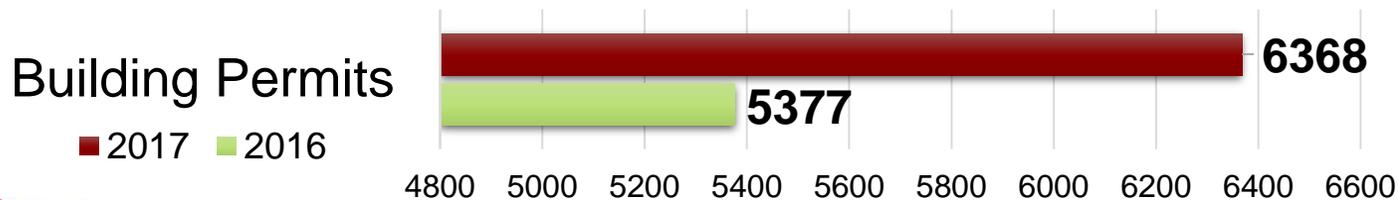
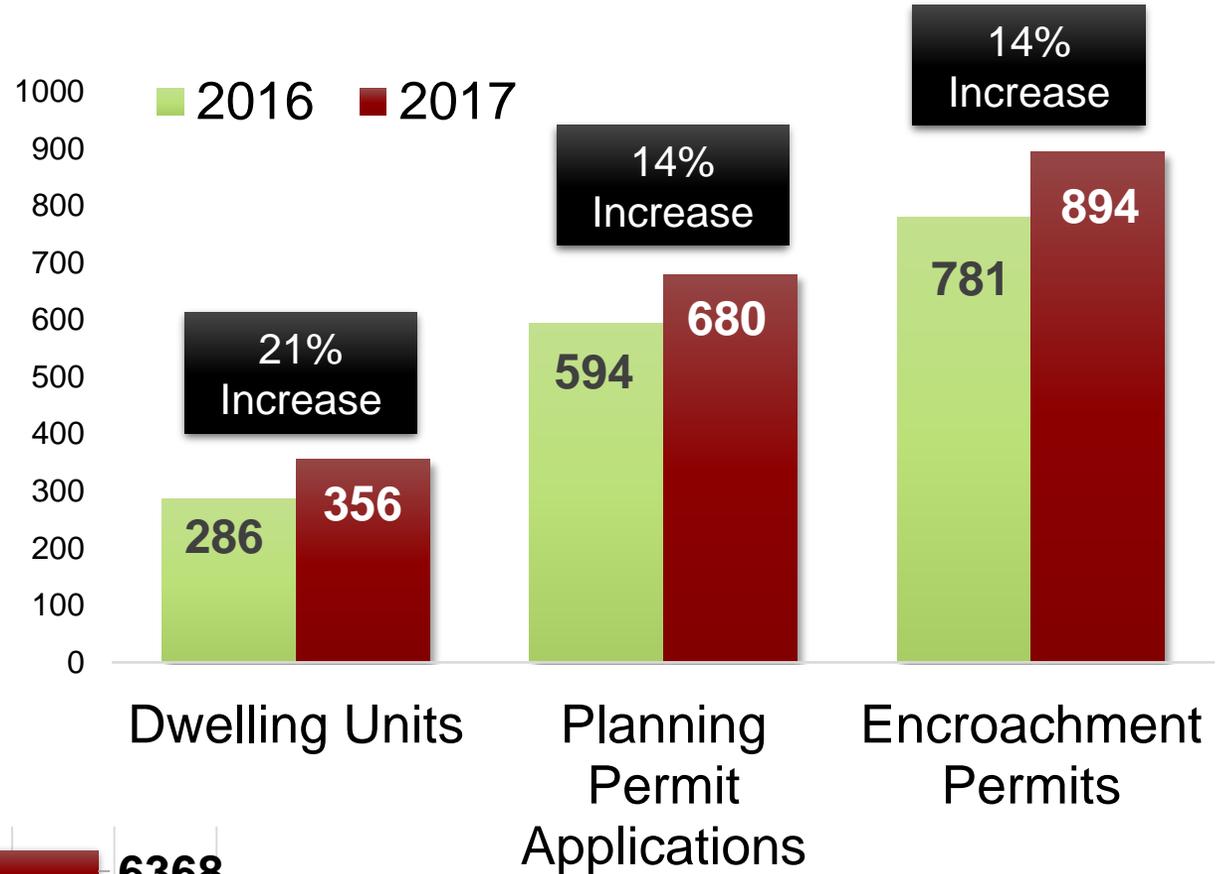
- Implementation of the Comprehensive Cannabis Program through staffing and policy development to manage and support the permitting process for customers.
- Entered into Professional Service Agreements with:
 - The Engine Is Red for fire related public information and outreach materials
 - Keyser Marston for disposition and development agreement, and P3 development assistance
 - Metropolitan Planning Group and Land Logistics to expedite affordable housing and downtown development applications
 - Coastland, CA Code Check, and Green Valley for engineering and building inspection services on housing and commercial projects

Accomplishments (cont.)

- Established Resilient City Rebuild Permit Center and Resilient City Urgency Ordinance.
- Completed Roseland Annexation.
- Adopted Comprehensive Cannabis Regulations, including policy, tax, and regulations.
- Development of City's Housing Action Plan elements (Impact fees, Accessory Dwelling Unit, Density Bonus, Inclusionary Housing).
- Initiated disposition and development negotiations for Downtown Housing on a City surface parking lot.
- Produced the first annual Santa Rosa IRONMAN and IRONMAN 70.3 events.

Planning & Economic Development Accomplishments

2017 Total Valuation
of Permit Construction = \$211,277,797



Key Performance Measures

Measuring Average Days to Complete Initial Building Plan Review in Days

This goal is measured by tracking Average Days to Complete Initial Building Plan Review in Days. [Explore the data](#)

27.41 Days
Current as of Mar 2018

56.64 Days
52% improvement
March 2017



Key Performance Measures

- Redistribute staffing support to address the implementation of City Council Goals.
- Continue focusing on rebuilding homes and businesses lost during the fire disaster.
- Design and implement an Expedited Permit Program.
- Review stages of permit process to identify and implement efficiencies to improve upon time of completion for each stage of the process and overall customer service.
- Utilize modern and effective community engagement strategies for planning initiatives.
- Enhance Economic Development strategies and monitor performance to generate economic growth.

Goal #3 – Downtown Housing

- Create staff teams to identify specific strategies to develop housing downtown
 - **Infrastructure** – identify needs and associated resources
 - **Fees/Incentives** – engage Ad-Hoc to determine direction and priorities for fee options and incentives
 - **Downtown Specific Plan** – engage departments to identify the scope of needs and resources to build housing downtown
 - Secured \$800,000 in grant funding from Metropolitan Transportation Commission

Goal #3 – Housing

- Staffing support for Engineering & Development Services to improve turnaround and response times. The addition of staff will reduce professional services and increase efficiencies throughout the division.
 - 1.0 FTE Civil Engineering Technician – Plan Check (\$110,000 salary and benefits)
 - 1.0 FTE Civil Engineering Technician – Inspection (\$110,000 salary and benefits)
 - 1.0 FTE Senior Administrative Assistant (\$73,000 salary and benefits)

Goal #3 – Housing

Renewal Enterprise District JPA

- Joint effort with the County to evaluate and implement a JPA to support regional housing efforts.
- Staff is evaluating needed resources and expects staffing needs from PED, HCS, and the City Attorney's Office.
- Estimated to cost \$500,000 to be split with the County. City portion is estimated to be \$250,000.
 - City and County are currently identifying other outside funding options.

Goal #3 and #10 – Express Permit Program

- Pilot project for Express Permit Program to expedite projects that fulfill City Council Goals and Priorities, and are economic drivers
 - Redirect existing staff for 1-2 projects
 - Long-term program would require:
 - 1.0 FTE Project Manager (\$135,000 salary and benefits)
 - position will oversee program
 - 0.50 FTE Associate Civil Engineer (\$53,000 salary and benefits)

Goal #10 – Downtown Development Investment Parking Assets

- Leverage City Assets to generate housing downtown:
 - 5 downtown parking garages
 - 10 downtown surface parking lots
 - City facilities
- \$250,000 funding for consultant services/analysis of sites and development opportunities, including RFP process
 - No anticipated long term ongoing costs and no FTEs requested
- Timeline of delivery: 3-6 months initial analysis / additional 1-3 years for project development depending on site
- Cost reductions: potential O&M cost reductions; offset for redevelopment of garages, other potential cost offsets
- Revenue offsets: increase in tax-based revenue

Goal #10 – Downtown Investment – Economic Modeling Programs

- Tools for:
 - Economic Impact Analyses
 - “3D” plan modeling for land use and development
 - Land-use to workforce needs modeling
- Estimated \$50,000 in consultant fees to conduct analysis
 - No FTEs associated with request
- Evaluating annual subscription or licensing costs for future years
- Timeline of delivery: 3-6 months initial; ongoing thereafter

Department Fee Study – Full Cost Recovery Analysis

- Conduct a department-wide fee study of Planning, Engineering & Development Services, and Building. Previous study was finalized in 2013 and ends in 2018.
- Staff will prepare a Request for Proposals to hire a consultant to conduct the fee study and incorporate community engagement strategies. Fee study is estimated to cost \$50,000.

Climate Action Plan (CAP)

- 2012 CAP provides measures to help reduce greenhouse gas emissions and identifies specific requirements for new development projects. An update to address changed conditions should be considered in the near future. Options include:
 - amending the existing plan,
 - preparing a comprehensive update to the CAP, or
 - adopting Climate Action 2020 (would require new CEQA)
- Redirect 0.50 FTE for existing City Planner – would redirect focus from Housing Action Plan
 - Option: 20 hr/wk at \$75/hr for consultant Planner (projected \$120,000 for 18 months)

Historic Structures Assessment Certified Local Government (CLG)

- Advance the City's historic preservation program by seeking Certified Local Government (CLG) membership through the State's Historic Preservation Office
- Programmatic Needs for Implementation:
 - 1.0 FTE Senior Planner dedicated to historic preservation efforts (\$155,000 Salary + Benefits or \$70/hr)
 - Option: Cost for full-time consultant at \$125/hr totals \$260,000
 - \$10,000 for ongoing support costs
 - 40% cash or in-kind match requirement for grants
- Annual reports of CGL program accomplishments and actions are required to be eligible for grant applications

Questions / Comments