

# Management Services Department

City Council Budget Study Session # 2  
Police/Fire Conference Room  
May 11, 2015



## Mission Statement

The City of Manhattan Beach is dedicated to providing exemplary municipal services, preserving our small beach town character and enhancing the quality of life for our residents, businesses and visitors.



## Department Overview

- City Council
- City Manager
- City Attorney
- City Clerk
- City Treasurer



## City Manager

### Major Services:

- ▶ Public Policy Support
  - Provide professional expertise and support to the City Council in the formulation, interpretation, and application of public policy and legislative advocacy.
- ▶ Citywide Service Delivery
  - Manage and coordinate citywide service delivery efforts by providing strategic direction and oversight.
- ▶ Communications and Public Education
  - Lead efforts to promote communication among the City's departments, media, and the public.
- ▶ Organizational Leadership and Development
  - Provide leadership to departments and City activities, assure accountability of departments and staff on core activities, and champion efforts to increase leadership and management training.



## City Manager

### Major Accomplishments of FY 14-15:

- ▶ Implemented several new community civic engagement efforts, including:
  - Downtown Visioning Effort
  - New Budget Process: budget principles, community survey; budget meeting
  - Open City Hall
  - Social Media expansion
- ▶ Increased Open Government and Transparency Measures:
  - Implementation of new online civic engagement tool “Open City Hall”
  - Information Memos
  - Increased use of social media and the City's website to disseminate updates and outbound information.
  - More detailed tentative City Council agenda document.



## City Manager

### Primary Goals for FY 15-16:

- ▶ Continue to develop civic engagement opportunities through more social media and online engagement tools in addition to the traditional engagement mediums.
- ▶ Fill key executive level positions including a new Information Technology Director and Human Resources Director.
- ▶ Continue to solicit community input regarding budget priorities by holding additional Community Budget Priority Meetings.
- ▶ Continue Downtown visioning process based on recommendations provided by the Urban Land Institute.
- ▶ Focus on Open Government Initiatives in order to maintain and increase transparency.



## City Manager

Community Survey and the Community Priority Budget Meeting  
Outcomes for the City Manager's Office:

- ▶ Among the priorities identified in the Community Survey were:
  - Opportunities for residents to give input on major decisions (26% of respondents)
  - Economic Vitality, retaining/attracting businesses and jobs (24% of respondents)



## City Manager

Major Changes in Service Delivery:

- ▶ Economic Vitality Manager
  - A new Economic Vitality Manager position to assist with city-wide redevelopment efforts and develop long-term strategic business growth and sustainability.
- ▶ Enhanced Civic Engagement/Outreach Efforts
  - A new online civic engagement platform titled Open City Hall,
  - Communications Expert: creation of news angles focused on certain themes, as well as enhanced comprehensive social media and civic engagement efforts.
- ▶ Management Fellow Position
  - A 12 month position to help provide support to the City Manager and Assistant City Manager on special projects and achieve strategic objectives for the division.



# City Manager

## Economic Vitality Manager

- ▶ Business Benefit
- ▶ Community Benefit
- ▶ Organizational Benefit



# City Manager

## Performance Measures

Measure	2014-2015 Target	2014-2015 Actual
Percent of residents that agree that Manhattan Beach is a "good" or "excellent" place to live <sup>1</sup>	94% <sup>1</sup>	97% <sup>1</sup>
Percent of employees that feel "prepared" and "trained" to do their jobs <sup>2</sup>	N/A <sup>2</sup>	N/A
Percent of increase of citizens engaging with the City on average via new online engagement tools including social media <sup>3</sup>	2015-2016 Target is 10% over current users	1,002 <sup>3</sup>

<sup>1</sup>Baseline survey results from the 2006 Community Survey were 94% and was used as the target for the FY 2014-2015. The City recently conducted a Community Survey in 2015 which established a new baseline of 97%. This Performance Measure will be measured biennially via the Community Survey.

<sup>2</sup>The City will be conducting an in-depth employee survey in the FY 2015-2016.

<sup>3</sup>Online citizen engagement is defined as the number of followers and subscribers on the City's social media sites, including Twitter, Facebook and Open City Hall.





## City Attorney

### Major Services:

- ▶ **Legal Services**
  - The City Attorney's Office drafts ordinances, resolutions and agreements, as well as provides general legal services and advice to Councilmembers all City departments.
- ▶ **Legal Counsel and Representation**
  - Serves as advisor by providing legal representation at City Council meetings, and on an as-needed basis to other boards, committees and commissions. Additionally, the City Attorney's office performs litigation services including providing support to Risk Management in processing claims and litigations.
- ▶ **Prosecution Services**
  - Through the services of the City Prosecutor, the office prosecutes violations of the City Municipal Code by conducting office hearings regarding: juvenile matters, social host ordinance citations, and code enforcement.
- ▶ **Public Records Act Requests**
  - Assists the City Clerk's office with the processing and management of Public Records Act requests.



## City Attorney

### Major Accomplishments of FY 14-15:

- ▶ Drafted ordinances to reflect recent developments in case law and statutory law, and to update and modernize the Municipal Code.
- ▶ Developed templates for public contract agreements, professional service agreements, requests for proposals, ordinances and resolutions.
- ▶ Advised the City Clerk on legal matters associated with the March 2015 Municipal Election.
- ▶ Reviewed the City's code enforcement and prosecutorial approach and activities.
- ▶ Provided training to City Departments on contracts, request for proposals, and related matters.



## City Attorney

### Major Accomplishments of FY 14-15:

- ▶ Provided periodic updates on recent developments in the law and pending litigation.
- ▶ Provided a quarterly report for the first quarter of 2015 regarding pending litigation and claims.
- ▶ Provided legal advice on Federal and State law including the Brown Act, Public Records Act, Political Reform Act, Public Contracting Law, NPDES, the Clean Water Act and CEQA.
- ▶ Evaluated the process, infrastructure and responsiveness to requests made under the Public Records Act and recommended innovation and improvements to the process.



## City Attorney

### Primary Goals for FY 15-16:

- ▶ **Litigation Status**
  - Provide regular reporting on all litigation and claims including the status of existing and potential litigation.
  - Provide quarterly reports on claims and lawsuits as well as regular status reports on all significant litigation.
- ▶ **Risk Management**
  - Work with City Manager's Office and the Human Resources Department to evaluate the City's Risk Management Program.
- ▶ **Public Records**
  - Evaluate new process, infrastructure and responsiveness to requests made under the Public Records Act.



## City Attorney

### Goals for FY 15-16:

- ▶ **Legal Opinions**
  - Develop a set of guidelines and processes for City Council and individual Councilmembers requests for legal opinions and the development and dissemination of those opinions.
  - Continue to provide legal advice on Federal and State law including the Brown Act, Public Records Act, Political Reform Act, Public Contracting Law, NPDES, the Clean Water Act and CEQA.
- ▶ **Municipal Code**
  - Continue to draft ordinances to reflect recent developments in case law and statutory law.
  - Draft ordinances to update, streamline and modernize the Municipal Code.
  - Assist in improving the City's Municipal Code, policies and practices to make them more user-friendly and efficient.



## City Clerk

### Major Services:

- ▶ **Agendas and Packets**
  - City Clerk is responsible for the posting, coordination and preparation of all City Council agendas and agenda packets.
- ▶ **Records Management**
  - Oversees and maintains the administration of all official City records, including: City Council minutes, City's Municipal Code, Ordinances, Resolutions, contracts, and additional legislative and historical documents.
- ▶ **Elections Administration**
  - City Clerk is the City's Election Officer and conducts and certifies the City's municipal elections for six elected offices, and administers oaths and affirmations.
- ▶ **Public Records Requests**
  - Responsible for managing, tracking and coordinating the dissemination of information regarding public records requests within State law mandates.
- ▶ **Administration of Reporting Requirements**
  - Under the Political Reform Act, the City Clerk files annual Statements of Economic Interest, and other campaign finance and conflict of interest filings as required by State law.





## City Clerk

### Major Accomplishments of FY 14-15:

- ▶ Conducted March 2015 General Municipal Election.
- ▶ Completed the Update of the Records Retention Schedule.
- ▶ Implemented Closed Captioning (CC) for Regular City Council Meetings.



## City Clerk

### Primary Goals for FY 15-16:

- ▶ Continue to enhance the availability of public information and communication on government activities through advanced technology.
- ▶ Implement City-wide Document Imaging Conversion Program.
- ▶ Continue to support the City Council's open and transparent government and meeting management initiatives including social media, closed captioning and e-government.



# City Clerk

## Performance Measures

Measure	2014-2015 Target	2014-2015 Actual
Prepare City Council Agendas and Agenda Packets (Efficiency):		
A) Percent of City Council Agendas and Agenda Packets Posted within Mandated Timeframes	100%	100%
B) Number of City Council Agendas and Agenda Packets Prepared <sup>1</sup>	N/A	N/A
City Council Minutes Prepared (Efficiency):		
A) Percent of City Council Minutes Presented for Approval at Next Regular City Council Meeting	100%	100%
B) Number of City Council Minutes Prepared <sup>1</sup>	N/A	N/A
Public Records Act Requests Received and Processed (Effectiveness):		
A) Percent of Requests Responded to within Mandated Timeframes <sup>1</sup>	N/A	N/A
B) Percent of Requests with Same-Day Responses <sup>1</sup>	N/A	N/A
C) Number of Requests Received and Processed	400	696

<sup>1</sup> New FY 2015-2016 Performance Measure



# City Treasurer

The City Treasurer is elected at-large and serves a four-year term. Treasurer administrates all City funds and responsibilities including: investment of idle funds; reporting such activities to the City Council; and serving as Chair of the Finance Subcommittee.



## City Treasurer

- ▶ Accomplishments:
  - Continued safety in investing public funds
- ▶ Goals:
  - Sufficient Liquidity balanced with maximizing use of idle funds **(PM)**
  - Update of annual investment policy **(PM)**
  - Achieve annual yield of at least 0.8% **(PM)**
  - Treasurer Certification



## City Council



Changes to City Council Budget for FY 15-16:

- ▶ Increased funding for Strategic Planning efforts.
- ▶ Annual City Council retreat to address long-term planning and policy initiatives.

