

CITY MANAGER
FUND NO. 001
ACCOUNT NO. 0201

DESCRIPTION

The City Manager is the Chief Administrative Officer of the City. This office is responsible for coordinating and directing the resources of the City government to carry out the programs established by the City's elected officials.

MISSION

The City Manager must ensure that the organizational values of the City are foundational as budgets are prepared and business conducted. These values include an outlook directed to the future; an entrepreneurial, competitive approach to city services; recognition of the value of public investment and the wisdom of maintaining the investment; decision-making at the most appropriate level; and accountability and reward for excellent performance.

GOALS

- ◇ Serve the citizens of Merced by delivering superior service which exceeds expectations in cost, quality and safety.
- ◇ Assist the City Council in their role as policy-makers by providing clear, concise, accurate, unbiased professional staff work.
- ◇ Serve City employees by establishing goals, objectives, and measurable standards for performance, and compensate them accordingly.

OBJECTIVES

***PERFORMANCE
MEASUREMENTS/INDICATORS***

1. Continue to provide leadership to City staff.

Encourage departments to utilize the resources of the organization to meet organizational goals through established organizational values

2. Continue to serve on League City Managers' Department Local Government Financing and Grassroots Coordinating Committees to address state-local fiscal relationship

Develop strategies to secure ongoing funding for local governments and increase lobbying effectiveness

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| 3. Support Council Members serving on League Policy Committees | Timely responses to requests for information, analysis and correspondence |
| 4. Continue in a leadership role with the Merced County Association of Governments Technical Review Board in reviewing alternative service delivery systems for local governments and developing financing programs for regional needs, including the Regional Transportation Implementation Fee. | Serve as Chair of the Technical Review Board for 2005-06 |
| 5. Actively monitor and participate in Ad Hoc Council Committees for utility rate review, UC Merced-UC Community Development, and Public Facility Financing Program, tax sharing renegotiation with County, and State Budget Impact Committee | Reports and recommendations on priority areas identified by City Council ad hoc committees. |
| 6. Administer toxic clean-up plan at Airport with Regional Water Quality Control Board | Adherence to deadlines and mutually agreed upon work plan for Airport clean-up |
| 7. Continue review and refinement of current City service delivery programs. | Ongoing data collection and analysis |
| 8. Investigate employee benefit options | Recommendations to City Council and employee bargaining units |
| 9. Initiate public information function as part of City Manager's office | Ongoing program of public information activities/releases regarding City activities and issues; will include hiring a PIO and developing newsletters for dissemination |

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10. Coordinate internal inter-departmental team of managers to oversee implementation of rate/tax/fee changing processes established by Proposition 218.	Ongoing efforts for assessment revisions and formation of Community Facilities District and utility rate reviews
11. Implement and monitor Community Facilities Districts for services.	Balance of cash flow and service delivery
12. Complete Phase IV pre-engineering and design studies for Wastewater Treatment Plant and identify funding sources for expansion.	Detail plans and funding schemes completed. Preparing bid documents for release in 2006-07
13. Secure grant funds for railroad crossing grade separations.	Funding plans and commitments in place to match grant, if awarded
<i>GIS Program:</i>	
14. Upgrade existing ArcView licenses to 9x version, and convert single use licenses to concurrent use licenses	License conversion complete by end of first quarter
15. Begin the process of building a City of Merced geodatabase to allow GIS users to create, modify, and analyze City spatial data with more flexibility and functionality.	Draft geodatabase ready for review by GIS Standards Committee by June, 2006.

2005-2006 BUDGET HIGHLIGHTS

The direction of the City Manager's office operations for 2005-06 will continue to be guided by Council-established priorities. In 2005-06, a new position, Public Information Officer, has been requested and approved to reflect Council priorities expressed during goal-setting exercises for the new fiscal year. As with other City Manager office positions, the cost of the Public Information Officer will be spread with other costs as described below. The Assistant City Manager's position is allocated to the City Manager budget at 75 percent to reflect efforts to be devoted to citywide issues. The balance of the Assistant City Manager's position is budgeted in Redevelopment. The Executive Secretary's time is split between City Council (40 percent) and City Manager (60 percent) budgets. The GIS Coordinator position is provided by interdepartmental direct

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service charges to operating divisions in Development Services, Redevelopment/Economic Development, and Public Works. The balance of the City Manager budgeted costs are spread to other operating budgets via Administrative Expenses based on staffing, operating budgets, and level of effort.