

**CITY MANAGER**  
**FUND NO. 001**  
**ACCOUNT NO. 0201**

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***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***

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

***PERFORMANCE  
MEASUREMENTS/INDICATORS***

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

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| 2. Participate actively with League in monitoring e-trade impacts on sales tax revenues and various proposals for realigning state-local revenue relationships.   | Reports and recommendations for Council action/position statements   |
| 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. | Continue active participation with MCAG  |
| 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. Coordinate implementation of strategic plan for information technology and activities of city-wide technology committee.   | Reports and recommendations on priority areas identified in strategic plan and by City Manager and Department Heads and users. |

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| 10. Continue to provide leadership to City staff.  | Encourage departments to utilize the resources of the organization to meet organizational goals through established organizational values |
| 11. Coordinate internal inter-departmental team of managers to oversee implementation of rate/tax/fee changing processes established by Proposition 218. | Ongoing efforts in 2004-2005 for assessment revisions and formation of Community Facilities District                                      |
| 12. Implement and monitor Community Facilities Districts for services.   | Balance of cash flow and service delivery   |
| 13. Open Station 55 when manpower funding is available.  | Opening timed to coincide with SAFER funds for operations   |
| 14. Complete Phase IV pre-engineering and design studies for Wastewater Treatment Plant and identify funding sources for expansion.                      | Detail plans and funding schemes completed  |
| 15. Secure grant funds for railroad crossing grade separations.  | Funding plans and commitments in place.   |

### ***2004-2005 BUDGET HIGHLIGHTS***

The direction of the City Manager's office operations for 2004-05 will continue to be guided by Council-established priorities. 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, including the University of California campus. 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 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.