City Manager



MISSION

To serve the City with strong leadership and vision.

DEPARTMENT GOALS

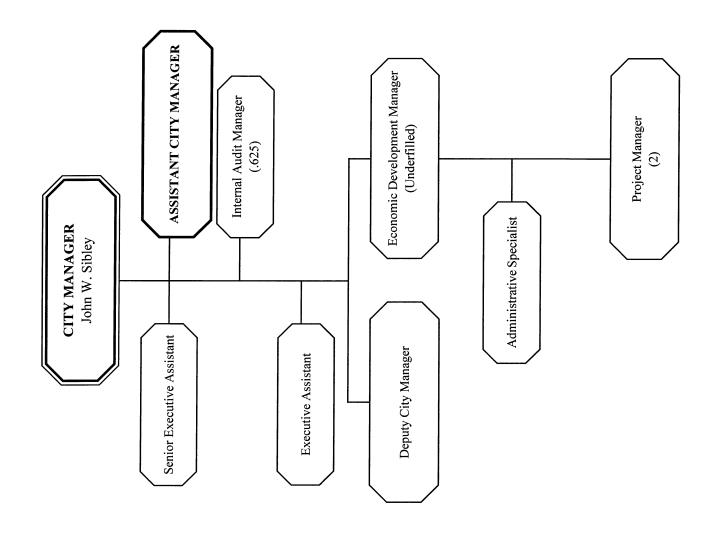
- 1. Support the City Council in their representation of 138,000 residents and 13,000 businesses through effective implementation of their policy direction.
- 2. Maintain and develop a management team that is committed to providing high customer service while working together to meet the ever-changing needs of the City.
- 3. Provide the leadership for an organization committed to serving the community.
- 4. Constantly work to enhance the financial position of the City.
- 5. Foster and promote the Strategic Plan and lead in the implementation of its strategies.
- 6. Maintain and enhance the City's character by protecting the community's public and private assets.
- 7. Ensure that the City is a place where residents feel safe, where business thrives and where people have a sense of community.
- 8. Maintain a business environment and balanced economy conducive to business.
- 9. Increase the City's economic base through business retention, expansion and diversification.
- 10. Stimulate commercial/retail business activity.
- 11. Increase and improve housing and employment opportunities for Orange residents.
- 12. Promote the distinct identity of the City of Orange.
- 13. Facilitate wind down activities of the former Orange Redevelopment Agency

ACCOMPLISHMENTS FOR 2011-12

- 1. Completed the FY 2012-13 City Budget preparation, development and approval process.
- Provided continuous financial status reports to the City Council.
- 3. Continued to implement a hiring freeze, however worked with the departments regarding the reallocation of staffing resources in response to filling critical roles.
- 4. Provided leadership to the labor negotiation process which resulted in agreements with five labor groups.
- 5. Led the assessment of the operational and fiscal impacts of the dissolution of the Redevelopment Agency.
- 6. Completed the preparation of two organizational assessment studies one focusing on police services and one focusing on development-related services.
- 7. Provided leadership for the design process for the proposed expansion of parking facilities supporting the Metrolink/Orange Depot.
- 8. Led the quarterly CIP review roundtable, a meeting with representatives from nearly all city departments to review the status of key CIP projects to ensure coordination and manage workload.
- 9. Implemented a new Information Technology Outsourcing contract.
- 10. Implemented new on-line services to improve the public's accessibility to City services and information
- 11. Participated in the North Orange County Cities partnership effort in looking at opportunities to jointly conduct projects and purchases.
- 12. Provided leadership for several development related activities including Wahoo's Fish Taco, the "Fourth Leg" realignment at The Block, CHOC Hospital and Chapman University.



- 13. Completed leadership to support the construction and opening of Hurley Factory Outlet, Nordstrom Rack, Sports Authority, Banana Republic Outlet Store, O'Neill Outlet, Calvin Klein Company Store, DKNY Company Store, and Guitar Center and rebranding of the new Outlets at Orange.
- 14. Established the Successor Agency to the Orange Redevelopment Agency and the Successor Housing Agency.
- 15. Established the Oversight Board of the Successor Agency to the Orange Redevelopment Agency.
- 16. Completed and received approvals of the Initial Recognized Obligation Payment Schedule and the Second Recognized Obligation Payment Schedule in accordance with ABx1 26.





SCHEDULE OF POSITIONS

	APPROVED 2010-11	APPROVED 2011-12	BUDGET 2012-13
Regular Full-Time:			
^ Administrative Specialist	0.000	0.000	1.000
Assistant City Manager	1.000	1.000	1.000
City Manager	1.000	1.000	1.000
Deputy City Manager	1.000	1.000	1.000
^ Economic Development Director	0.000	0.000	1.000
^ Economic Development Project Mgr.	0.000	0.000	2.000
Executive Assistant	1.000	1.000	1.000
o Intergovernmental & Comm. Affairs Mgr.	1.000	1.000	0.000
Senior Executive Assistant	1.000	1.000	1.000
Regular Full-Time Sub-Total	6.000	6.000	9.000
Regular Part-Time (FTE):			
° Administrative Specialist	0.880	0.875	0.000
Internal Audit Manager	0.630	0.625	0.625
Regular Part-Time Sub-Total	1.510	1.500	0.625
Total City Manager	7.510	7.500	9.625

[^] As a result of the disbanding of the RDA, 4 positions have been moved to the City Managers department

[°] Eliminated: 1 Intergovernmental & Comm Affairs Manager and .875 Administrative Specialist



CITY MANAGER DEPARTMENT

Financial Summary

DEPARTMENT BUDGET SUMMARY:	Actual 2009-10	Actual 2010-11	Estimate 2011-12	Budget 2012-13
Salaries & Benefits	2,370,284	2,195,153	2,393,381	1,467,506
Maintenance & Operations	10,085,835	3,735,066	3,749,723	1,266,844
Capital Outlay	40,923	35,064	67,840	_
Total Operating Budget	12,497,042	5,965,283	6,210,944	2,734,350
Capital Improvements*	9,933,650	24,394,663	6,144,382	28,951,369
Debt Service	7,885,461	8,085,769	8,050,385	8,033,077
Pass Through Agreements	6,793,642	5,875,595	7,344,742	
Total Department*	37,109,795	44,321,310	27,750,453	39,718,796
DEPARTMENT PROGRAMS:				
0201 City Manager	1,092,026	987,748	1,077,304	928,983
0211 Internal Audit Function	44,700	41,237	75,374	79,841
0218 Economic Development	-	-	-	200,000
9640 CDBG Administration	252,125	161,896	244,150	-
9645 CDBG Public Service Grants/Projec	597,703	916,654	1,119,953	-
9652 CDBG - Deferred Rehab Loans	160,873	3,593	30,945	-
9653 CDBG - HOPP & HAP Programs	55,913	1,445	(30,945)	-
9660 Federal HOME Program	410,195	283,623	399,244	-
9810 Administration & Project Devel.*	12,498,225	27,330,811	8,763,876	31,476,485
9890 Debt Service and Pass Throughs	21,998,035	14,594,303	16,070,552	7,033,487
Total Department*	37,109,795	44,321,310	27,750,453	39,718,796

^{*} As a result of the elimination of the Orange RDA, the Economic Development Department has been disolved and portions of that activity have been realigned to the City Manager's office. As such, this financial summary reflects past fiscal activity for the Economic Development Department, which includes Redevelopment revenues/appropriations.



Financial Summary

DEPARTME	NT FUNDING SOURCES:	Actual 2009-10	Actual 2010-11	Estimate 2011-12	Budget 2012-13
100	General Fund	920,304	773,277	1,006,280	1,020,765
310	Comm. Development Block Grant	849,828	1,078,550	1,353,187	-
311	Recovery/Reinvestment Grant	315,864	30,084	-	-
315	CDBG Deferred Loan Fund	216,786	5,038	-	-
317	HOME Federal Grant Fund	16,287	23,249	410,160	-
318	Homlessness Prev./Rehousing	78,044	230,290	-	-
550	Reimbursable Capital Projects*	-	-	-	19,050,000
780	Information Systems	-	42,428	49,331	53,035
913	Housing Setaside Loans & Grants	1,289,579	200,087	363,450	71,000
914	Tustin Taxable Projects	-	1,100,000	32,405	35,369
940	Orange Merged Capital Projects	4,943,944	20,254,876	6,155,246	6,661,652
941	Orange Merged Housing	626,762	598,559	546,829	293,488
942	Merged 2003 Taxable Bonds	1,318,016	252,770	-	-
943	Merged 2003 Tax Exempt Bonds	58,785	43,693	-	-
944	Merged 2008 Tax Exempt Bonds	4,247,818	4,857,598	1,500,000	5,500,000
987	Orange Merged Debt Service	22,227,778	14,830,811	16,333,565	7,033,487
Т	otal Funding*	37,109,795	44,321,310	27,750,453	39,718,796

^{*} As a result of the elimination of the Orange RDA, the Economic Development Department has been disolved and portions of that activity have been realigned to the City Manager's office. As such, this financial summary reflects past fiscal activity for the Economic Development Department, which includes Redevelopment revenues/appropriations.



CITY MANAGER | MANAGEMENT OF CITY OPERATIONS

PROGRAM DESCRIPTION

The City Manager serves as the Council-appointed Executive Manager of the City. The City Manager is responsible for the administration and implementation of policies and programs adopted by the City Council; for providing timely and accurate information to the City Council, and for maintaining a valuable communication link that allows the Orange City Council to formulate policy, set direction, adopt programs and projects, and establish City service levels.

SERVICE OBJECTIVES

- 1. Promote balanced economic growth to enhance the long-term fiscal resources of the City.
- 2. Provide leadership that emphasizes customer service at all levels of the organization.
- 3. Continue to provide the necessary resources for the public safety operations to ensure that the City remains one of the safest communities to live, work and visit.
- 4. Through the development and implementation of a strategic plan, establish an organization comprehensive structure that can respond to the many needs of the community.
- 5. Evaluate programs and services that may provide improvements to delivery of service.
- 6. Develop strategies that maintain the viability of community assets.

WORK PLAN FOR 2012-13

- 1. Work with the City Council and Department Heads to ensure short-term and long-term organizational and financial stability by June 2013. [2a, 4d]
- 2. Lead the development of the FY 2012-13 Operating and Capital Improvement Budgets BY June 2013. [2a]
- 3. Provide the City Council with frequent financial status reports for the FY 12-13 budget as well as updates to a multi-year revenue and expenditure projection model by June 2013. [2a]
- 4. Continue to communicate the City financial status to City staff and to the community by June 2013. [4a, 4d]
- 5. Lead the implementation and oversight of the Orange Successor Agency and continue to address the impacts of the dissolution of the Orange Redevelopment Agency through June 2013. [2a]
- 6. Continue to implement the recommendations of the two organizational assessment studies where financially and operationally feasible through June 2013. [2a, 3e]
- 7. Promote business development outreach to facilitate retention and attraction efforts that will generate new property tax revenue, new local sales tax revenue and the creation of new employment opportunities through June 2013. [2e]
- 8. Guide the planning and development of the Depot Parking Structure which will serve Metrolink patrons and Old Towne commercial district customers by June 2013. [4b]
- 9. Monitor and address critical regional and state-wide issues that impact Orange, such as pension legislation, water quality and storm runoff issues and the activities of adjacent cities through June 2013. [4d]
- 10. Continue to facilitate the enhancement of customer service delivery throughout the organization through June 2013. [4b, 4d]
- 11. Continue to implement new on-line services to improve the public's accessibility to City services and information through June 2013. [4c]
- 12. Participate in regional partnerships with such groups as the North Orange County Cities as a means to providing municipal services in the most cost efficient and effective manner through June 2013. [4d]



CITY MANAGER | INTERNAL AUDIT

PROGRAM DESCRIPTION

The Internal Audit program provides a framework to determine the adequacy and effectiveness of internal controls through an on-going and comprehensive internal assessment of operations within each department, including the monitoring of contractor compliance.

SERVICE OBJECTIVES

- 1. Audit appropriate financial provisions of contractual services or other City business relationships.
- 2. Audit citywide internal control systems including, but not limited to, purchasing, personnel, payroll, disbursements, cash receipts, and treasury transactions.
- 3. Assess and monitor electronic data processing controls.
- 4. Coordinate audits of revenue sources.
- 5. Audit any decentralized financial operations and department-managed inventories.
- 6. Evaluate the strength and effectiveness of internal controls in all City departments.
- 7. Assist City departments to develop and implement cost-effective, practical solutions to business issues and needs.
- 8. Interface with the City's external auditors and the City's Audit Committee.

WORK PLAN FOR 2012-13

- 1. Prepare annual report from the Audit Committee to the City Council by July 2012. [2a]
- 2. Coordinate specific internal audits as identified in the FY 12-13 Audit Plan by June 2013. [2a]



CITY MANAGER | ECONOMIC DEVELOPMENT

PROGRAM DESCRIPTION

On June 29, 2011, the State of California enacted Assembly Bill X1 26 (ABx1 26) which dissolved redevelopment agencies statewide and designated Successor Agencies to "wind-down" activities of the former redevelopment agencies. The Economic Development division is responsible for activities of the Successor Agency to the Orange Redevelopment Agency as required by ABx1 26 and the provision of economic development programs throughout the City.

SERVICE OBJECTIVES

- 1. Comply with the California Health & Safety Code as amended by ABx1 26.
- 2. Provide administrative staff support to the Oversight Board of the Successor Agency to the Orange Redevelopment Agency.
- 3. Maintain relationships with local real estate, development, retail, and business communities as well as local property owners.
- 4. Manage assets owned by the Successor Agency to the Orange Redevelopment Agency.
- 5. Market the City of Orange to encourage business development activities including attraction, retention and expansion.
- 6. Ensure compliance with existing development agreements and loan agreements of the Successor Agency to the Orange Redevelopment Agency.

WORK PLAN FOR 2012-13

- 1. Prepare Recognized Obligation Payment Schedules (ROPS) and Administrative Budget according to deadlines and procedures outlined ABx1 26 through June 2013. [2a]
- 2. Manage and dispose of Successor Agency owned assets in an expeditious manner that maximizes value through June 2013. [2d]
- 3. Continue to identify and pursue redevelopment opportunities throughout the Project Area that will generate new property taxes, new local sales tax revenue and the creation of new employment opportunities through June 2013. [2e]
- 4. Promote business development outreach with the local brokerage community to facilitate retention efforts of businesses seeking expansion opportunities through June 2013. [2e]
- 5. Coordinate closely with Community Development, Public Works, and other departments on the processing of projects within the Project Area and other projects that support economic development in the City through June 2013. [2e]
- 6. Continue to work with property owners to facilitate development opportunities along the Katella Gateway area (Orange SR-57 Freeway to Main Street) through June 2013. [2e]
- 7. Continue to identify and attract development of medical related uses along the South Main Street/West Chapman Avenue corridor through June 2013. [2e]
- 8. Work with owners of The Block at Orange through June 2013 to complete expansion plans and reimaging of the center to become The Outlets at Orange. [2e]
- 9. Work closely with property owners and other stakeholders regarding the continuing enhancement of the Old Towne Orange business environment through June 2013. [2e]
- 10. Work collaboratively with Old Towne property owners and merchants to address parking in Old Towne, including completion of design and environmental review of a proposed Metrolink parking structure on the Lemon Street parking lot, and secure approval and funding from OCTA and other funding sources for construction of the parking structure through June 2013. [2e]



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