

CITY MANAGEMENT

CITY MANAGEMENT (1101)

OVERALL GOAL

Serve as the chief administrative officer of the City by providing and coordinating the work plans of all City departments in conformance with Council policies, goals, objectives and community vision; implement administrative processes which facilitate the effective and efficient provision of City services; inform and advise the Council about changes in service levels and delivery mechanisms; analyze policy issues pertaining to organizational goals and objectives; develop and present the biennial budget document to the Council and Budget Committee; provide staff support to the Mayor and City Council; maintain inter-governmental relationships; respond to citizen inquiries and concerns; communicate positive information about the City to the public.

KEY OBJECTIVES

- Provide information and analysis to the City Council to enable the Council to accomplish its goals, objectives and community vision.
- Provide proactive policy management and city department direction by establishing goals and objectives corresponding with Council policies, goals, objectives and community vision.
- Provide leadership in support of staff mission: Continuous Improvement – Customer Service.
- Develop performance indicators; gather feedback from customers; and train for continuous improvement in the City Manager's Office in support of staff goals.
- Evaluate performance of City department heads and services provided by City departments.
- Maintain effective communication with other governmental agencies whose programs affect, or are affected by, the City.
- Seek state and federal support for proposals which further Medford's interests.
- Assure community satisfaction with City services/programs/projects.
- Promote public information efforts and activities.
- Provide staff support for boards and commission.

- ✓ Comment Cards placed on City's Website for ease of citizen's response.
- ✓ Sixty-seven study session topics presented to Mayor and Council.

KEY PERFORMANCE MEASURES

City Council

- Present status report of City Council goals, objectives and community vision.
- Prepare and participate in regular Council meetings and study sessions.
- Hold weekly meetings with Council leadership to monitor meeting agenda management and ensure goals and objectives are met to provide information on issues arising.
- Meet with individual members of the Council and Council Committees to provide information about City services/programs/projects.
- Coordinate appointments, meetings and special functions for the Mayor and Council.
- Coordinate board and commission recruitment and appointment process.
- Coordinate operating grants applications and review process.
- Coordinate with special event groups for in-kind funding and services.

Administration

- Meet quarterly with Department Head staff to review department services/ programs/projects.
- Annually evaluate the performance and services provided by City departments.

Intergovernmental Agencies and Other Organizations

- Meet with management groups, other government agencies and organizations for the purpose of networking and securing support of City programs and projects.
- Secure state and/or federal funding for City projects.

Communication

- Coordinate, participate, and follow-through on quarterly Neighborhood Walk surveys.
- Increase percentage of survey respondents who rate city government in Medford satisfactory or better compared to other cities.
- Increase percentage of survey respondents who say they feel informed about City services/programs/projects based on a rating of satisfactory or better.
- Publish quarterly City of Medford Newsletter and Annual Report.
- Participate in bi-monthly Medford Forum.

CAPITAL OUTLAY – FY 2008

None.

CAPITAL OUTLAY – FY 2009

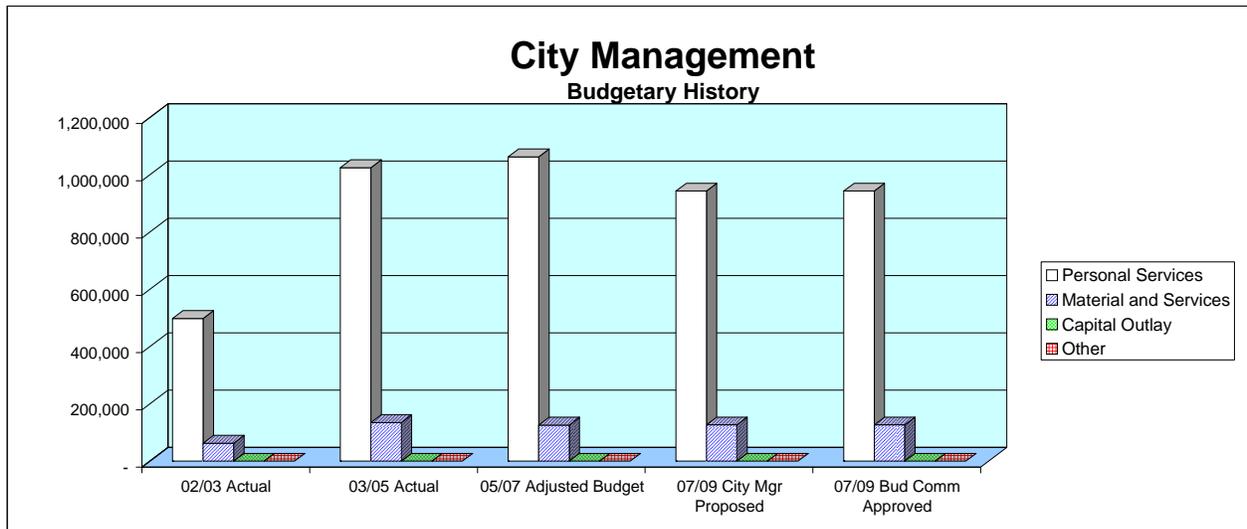
None.



Administration

City Management (1101)

Classification	02/03 Actual	03/05 Actual	05/07 Adjusted Budget	07/09 City Mgr Proposed	07/09 Bud Comm Approved	07/09 Council Adopted
Personal Services	497,951	1,025,075	1,062,540	943,350	943,350	943,350
Material and Services	63,187	135,253	125,830	126,680	126,680	126,680
Capital Outlay	-	-	-	-	-	-
Other	-	-	-	-	-	-
Total	561,138	1,160,328	1,188,370	1,070,030	1,070,030	1,070,030



STAFFING

Classification	02-03 Actual	03-05 Actual	05-07 Adjusted	07-09 Cty Mgr Proposed	07-09 Council Adopted
101 City Manager	1.00	1.00	1.00	1.00	1.00
102 Deputy City Manager	1.00	1.00	1.00	0.50	0.50
105 Assistant to the City Manager	1.00	0.75	0.50	0.25	0.25
181 Executive Assistant	-	-	-	-	-
240 Executive Support Specialist	2.00	1.00	1.00	1.00	1.00
250 Office Administrator	-	1.00	1.00	1.00	1.00
264 Administrative Support Technician	-	1.00	-	-	-
265 Design and Construction Manager	1.00	-	-	-	-
TOTAL FULL-TIME POSITIONS	6.00	5.75	4.50	3.75	3.75
FTE EQUIVALENCY - TEMPORARY LABOR			0.12	0.12	0.12
TOTAL POSITIONS	6.00	5.75	4.62	3.87	3.87

CITY MANAGEMENT

ECONOMIC DEVELOPMENT (1104)

OVERALL GOAL

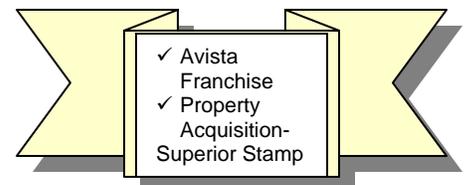
Ongoing maintenance of an economic development plan and marketing strategy for the City of Medford with primary emphasis on the retention and expansion of current businesses and creation of family wage jobs, but also addresses new business recruitment.

KEY OBJECTIVES

- Identify and support retention and expansions of existing businesses by acting as a single point of contact for those retention, expansion and location assistance and by providing professional, accurate and timely information to those businesses.
- Identify and target selected companies for location to Medford.
- Jointly market the City of Medford in conjunction with SOREDI, OECDD and other partners in efforts to pool resources for the greatest benefit to cost ratio.
- Embrace education and training in support of economic development through partnerships with Rogue Community College, Southern Oregon University and the local elementary and high schools.
- Employ the Internet and the City's web site in support of the City's marketing plan.
- Develop, produce and distribute marketing materials in support of economic development efforts for the City.
- Conduct on-going media marketing efforts for new business attraction to Medford.
- Conduct targeted prospecting trips in efforts to attract selected businesses to locate to Medford.

KEY PERFORMANCE MEASURES

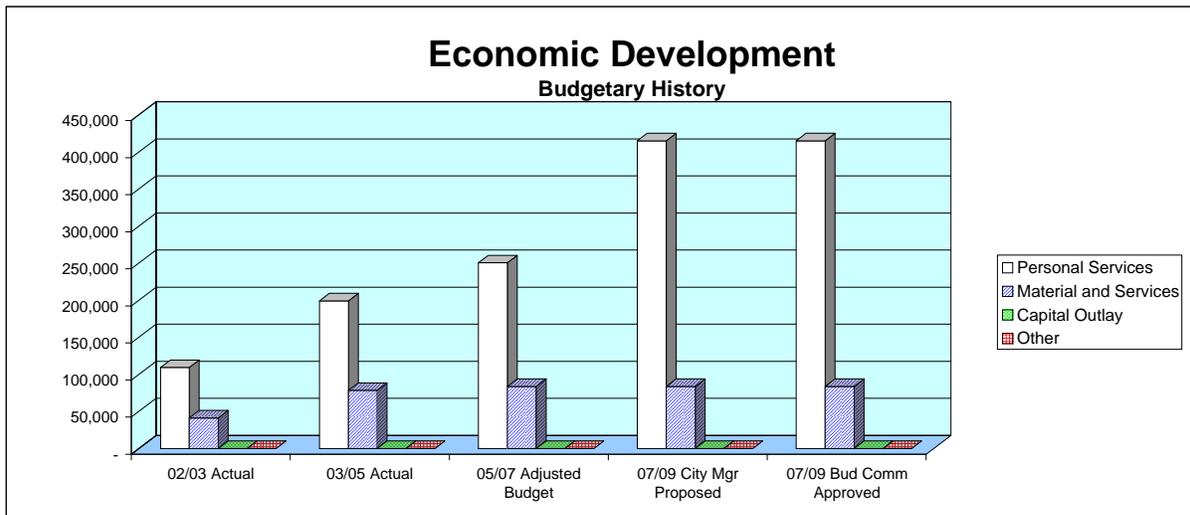
- Meet with ten selected local businesses per month as part of the retention/expansion program in efforts to identify areas of government support that can be provided to local businesses that wish to remain in Medford and/or grow their business in Medford.
- As the community changes readdress the targeted industries list to determine if there is need for modification. Update the targeted industry list at least every two years. In addition to industrial prospects, address the commercial and retail sectors by meeting with site selectors and commercial/retail developers at least monthly for updates and provide assistance when needed.
- Review the marketing plan annually and modify and update as needed to meet changing marketing demands. Partner with SOREDI, OECDD and other agencies at selected trade shows, in the development and distribution of marketing materials and in joint ventures on at least two projects annually.
- Meet with educators on an on-going, but no less than twice annually, basis to determine the support needed for the targeted industries, utilizing information gained through business visits and feedback from local businesses.
- Post and maintain a page on the City's web site that contains community profile information and other pertinent data needed by those looking to conduct business in Medford. Also, provide links to other information sites that can provide additional location information. The data will be updated semi-annually or upon significant changes.
- Produce and maintain a DVD as well as printed material in support of the economic development marketing efforts of the City. Review annually for corrections, additions or deletions to maintain accuracy and currency. Provide informational material to site selectors as requested and include the information in packets distributed by SOREDI and OECDD.
- Advertise in at least two media annually in order to maintain a presence in the marketplace and keep the City of Medford in front of site selectors and prospective clients. Partner with other agencies, whenever possible, in order to achieve greater market saturation with the funding available. Conduct joint media campaigns and at least one mail out annually as part of continual outreach to new prospects.
- In conjunction with other economic development agencies follow up targeted mailings with prospect visits to those expressing interest in Medford. Combine prospecting trips with other trips, such as training sessions, trade show attendance or lobbying trips outside the immediate area. Conduct at least two such type visits per year.



Administration

Economic Development (1104)

Classification	02/03 Actual	03/05 Actual	05/07 Adjusted Budget	07/09 City Mgr Proposed	07/09 Bud Comm Approved	07/09 Council Adopted
Personal Services	109,277	199,312	250,640	415,270	415,270	415,270
Material and Services	41,374	78,375	83,840	83,840	83,840	83,840
Capital Outlay	-	-	-	-	-	-
Other	-	-	-	-	-	-
Total	150,650	277,686	334,480	499,110	499,110	499,110



STAFFING

Classification	02-03 Actual	03-05 Actual	05-07 Adjusted	07-09 Cty Mgr Proposed	07-09 Council Adopted
102 Deputy City Manager	-	-	-	0.50	0.50
243 Economic Development Coordinator	1.00	1.00	1.00	1.00	1.00
TOTAL FULL-TIME POSITIONS	1.00	1.00	1.00	1.50	1.50
FTE EQUIVALENCY - TEMPORARY LABOR				-	-
TOTAL POSITIONS	1.00	1.00	1.00	1.50	1.50

CITY MANAGEMENT

CODE ENFORCEMENT (1106)

OVERALL GOAL

Proactive enforcement of Municipal Code issues as they relate to life, health and safety concerns.

KEY OBJECTIVES

- Encourage voluntary compliance versus issuance of citations where possible.
- Timely abatement of issues.
- Standardization and improvement of code compliance and abatement procedures.
- On-going education of residents via meeting presentations, brochures, website information, articles in neighborhood and city newsletters.

KEY PERFORMANCE MEASURES

- Maintain or improved a 97% Voluntary Compliance Rate.
- Maintain or reduce the 23 day average length cases are open.
- Publish one article each Quarter in City Newsletter
- Publish one article per year in West Medford Community Coalition Newsletter.
- Publish one article per year in Realtor's Association Newsletter.
- Publish one article per year in Southern Oregon Rental Owners Association Newsletter.
- Review four code sections pertaining to enforcement issues per year for possible revision and updating.

CAPITAL OUTLAY - FY 2008

None.

CAPITAL OUTLAY - FY 2009

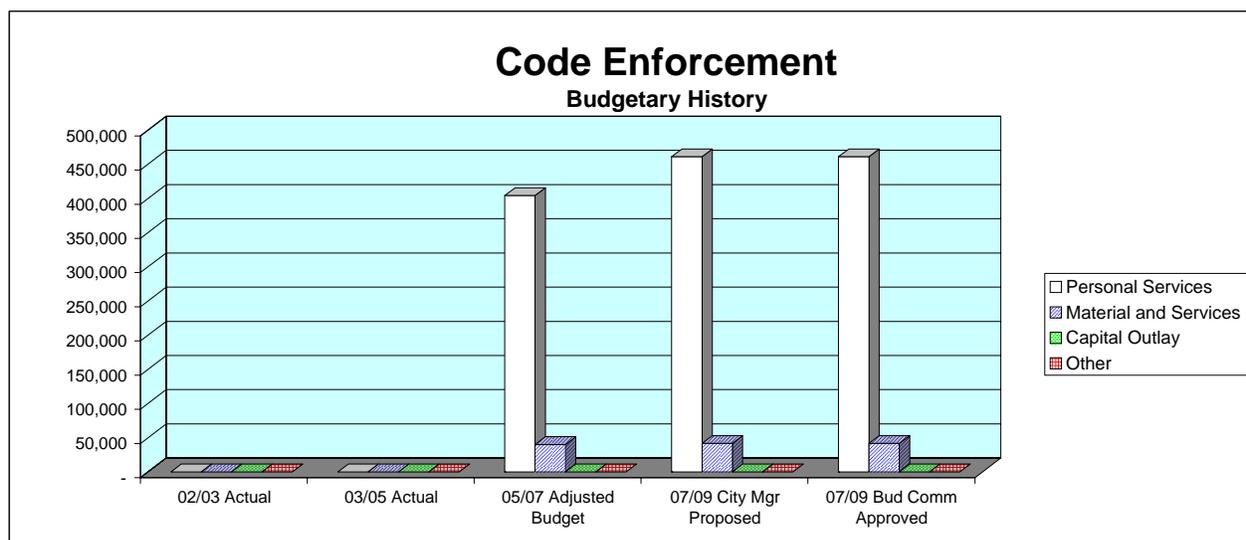
None.



Administration

Code Enforcement (1106)

Classification	02/03 Actual	03/05 Actual	05/07 Adjusted Budget	07/09 City Mgr Proposed	07/09 Bud Comm Approved	07/09 Council Adopted
Personal Services	-	-	404,100	460,810	460,810	460,810
Material and Services	-	-	39,880	41,500	41,500	41,500
Capital Outlay	-	-	-	-	-	-
Other	-	-	-	-	-	-
Total	-	-	443,980	502,310	502,310	502,310



STAFFING

Classification	02-03 Actual	03-05 Actual	05-07 Adjusted	07-09 Cty Mgr Proposed	07-09 Council Adopted
105 Assistant to the City Manager	-	-	0.25	0.25	0.25
151 Code Enforcement Officer	-	-	2.00	2.00	2.00
264 Administrative Support Technician	-	-	1.00	1.00	1.00
TOTAL FULL-TIME POSITIONS	-	-	3.25	3.25	3.25
FTE EQUIVALENCY - TEMPORARY LABOR				0.12	0.12
TOTAL POSITIONS	-	-	3.25	3.37	3.37

CITY MANAGEMENT

CITY RECORDER (1108)

OVERALL GOAL

To provide administrative and clerical support to the Mayor, City Council and City Manager; to accurately maintain the legal record of the actions of the City Council and all Boards & Commissions to ensure the preservation and accessibility of essential information; to serve as the Records Management Official for the City of Medford to ensure compliance with all State and Federal Records Retention regulations; to provide effective customer service and assistance in response to citizen and interdepartmental information research needs; and to serve as the Elections Official for the City of Medford as required by State Law.

KEY OBJECTIVES

- Timely production of City Council Meeting agendas.
- Timely access to City Council Meeting minutes.
- City Council Meeting minutes completed accurately.
- Improved accessibility via technology to Ordinances, Resolutions, Legal Records and Agreements.
- Reduction in physical storage requirements for official records.

KEY PERFORMANCE MEASURES

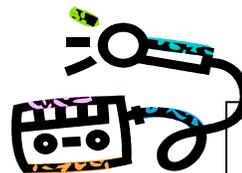
- Goal 100% - City Council Meeting agendas available on city website by noon the Friday before scheduled meeting.
- Goal 100% - City Council draft minutes distributed to Mayor, Council members and key staff within 48 hours of meetings.
- Goal 100% - Approved minutes available on the City Website within 24 hours of council approval.
- Goal 100% - City Council Minutes approved as presented (without corrections).
- Goal 15 file boxes annually – Complete scanning and transfer of permanent records to the State of Oregon Archives.
- Goal complete scanning of non-permanent files in City Recorder's Office and removal of 6 file cabinets.

CAPITAL OUTLAY - FY 2008

None.

CAPITAL OUTLAY - FY 2009

None.

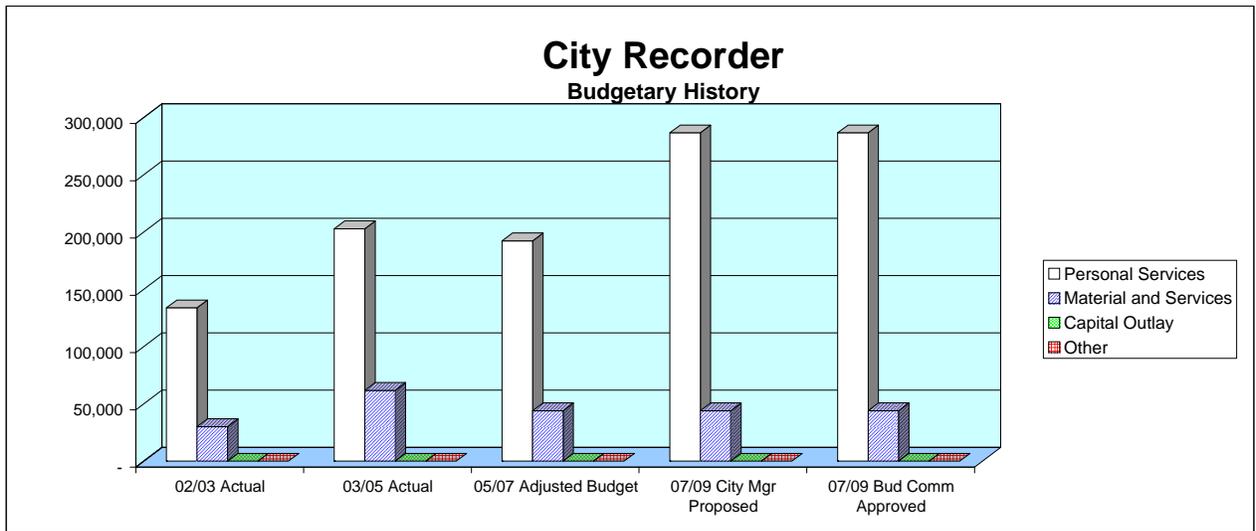


- ✓ Digital Recording of Meetings.
- ✓ Development of Handbooks.
- ✓ Document Imaging 2,300 documents/25,000 pages.

Administration

City Recorder (1108)

Classification	02/03 Actual	03/05 Actual	05/07 Adjusted Budget	07/09 City Mgr Proposed	07/09 Bud Comm Approved	07/09 Council Adopted
Personal Services	133,874	202,948	192,280	286,650	286,650	286,650
Material and Services	30,190	61,903	44,100	44,100	44,100	44,100
Capital Outlay	-	-	-	-	-	-
Other	-	-	-	-	-	-
Total	164,065	264,851	236,380	330,750	330,750	330,750



STAFFING

Classification	02-03 Actual	03-05 Actual	05-07 Adjusted	07-09 Cty Mgr Proposed	07-09 Council Adopted
105 Assistant to the City Manager	-	0.25	0.25	0.50	0.50
124 Deputy City Recorder	1.00	1.00	1.00	1.00	1.00
138 City Recorder	1.00	1.00	-	-	-
TOTAL FULL-TIME POSITIONS	2.00	2.25	1.25	1.50	1.50
FTE EQUIVALENCY - TEMPORARY LABOR			0.04	0.12	0.12
TOTAL POSITIONS	2.00	2.25	1.29	1.62	1.62

