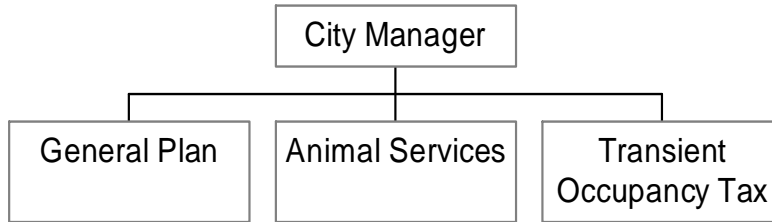


## EXECUTIVE



## **CITY MANAGER**

The City Manager's Office provides oversight and direction to all City programs and departments to ensure they meet the needs of the community and respond to City Council goals and priorities. The City Manager is appointed by the City Council, and is responsible for the long-range strategic planning necessary to accommodate anticipated future needs and development, for presenting the annual fiscal year budget to the City Council, and for proposing resource allocation recommendations. Throughout the year, the City Manager informs the City Council as to the financial condition and the economic needs of the City. The Office is also the liaison with other City, County and State government officials on matters of mutual interest.

The City Manager's Office responds to citizen questions and complaints, coordinates and issues filming permits, and oversees the Cable TV franchise and Solid Waste franchises, Animal Services, Risk Management, General Plan, and the Transient Occupancy Tax (TOT) process.

### **MISSION STATEMENT**

To sustain excellence in the organization and provide effective, courteous, and responsive service through leadership, communication, support and cooperation.

### **CHALLENGES FACING DEPARTMENT**

The continuing uncertainties regarding federal, state and county budgets are reflected in the City's departmental budgets. All departments continue to face cutbacks in their funding, and their ability to provide services at today's levels will be greatly strained. We are now faced with "doing less with less" – less revenue and no planned increase in the workforce to serve a larger City population.

Funds have been allocated to contract for assistance on special projects as needed in lieu of filling the Assistant City Manager position.

The ever-increasing difficulties faced by the county and all the Sonoma County cities in addressing water supply and transmission will be a major challenge, especially as the City grapples with a building moratorium and the after-effects of the New Year's flooding event. Transportation needs, including the building of a cross town connector as well as continuing street maintenance improvements, will continue forward as funding allows. Additionally, emphasis will be placed on graffiti control and gang prevention as well as working towards acquiring additional recreational facilities for the public, such as ball fields, parks, and pool facilities.

City Manager

Summary of Expenses, Appropriations, Revenue and Transfers In

Department/ Division	FY 2005-06 Funded Positions	FY 2006-07 Funded Positions		FY 2006-07 Total Budget
Administration	<u>1.75</u>	<u>1.45</u>		<u>\$ 300,950</u>
<b>Total Positions</b>	<b>1.75</b>	<b>1.45</b>	<b>Total Appropriations</b>	<b><u>\$ 300,950</u></b>
<b>Part Time</b>				
Full Time Equivalent	0.14	0.14		
Part Time Hours	283	283		

Budget Comparison to Prior Years

<b>Description</b>	FY 2003-04 Actual	FY 2004-05 Actual	FY 2005-06 Budget	FY 2006-07 Budget	% Change From Budget
Salaries	\$ 198,619	\$ 192,825	\$ 200,250	\$ 145,900	-27%
Benefits	22,192	40,231	50,100	36,100	-28%
Services/Supplies	31,626	14,660	42,250	76,750	82%
Capital Equipment	<u>18,211</u>	<u>9,162</u>	-	-	0%
Sub-Total	270,648	256,878	292,600	258,750	-12%
Intragovernmental Charges	<u>32,850</u>	<u>29,550</u>	<u>42,200</u>	<u>42,200</u>	0%
<b>Totals</b>	<b><u>\$ 303,498</u></b>	<b><u>\$ 286,428</u></b>	<b><u>\$ 334,800</u></b>	<b><u>\$ 300,950</u></b>	<b>-10%</b>

## CITY MANAGER

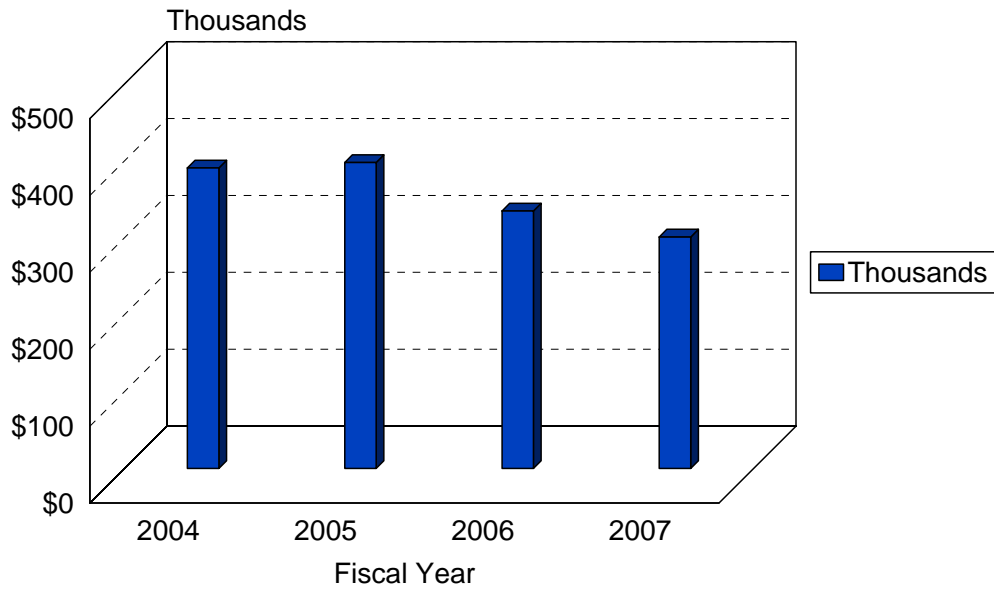
### FULL TIME POSITION ALLOCATION BY FUND FY 06-07

DEPARTMENT POSITION	FY 03-04 Positions	FY 04-05 Positions	FY 05-06 Positions	FY 06-07 Positions	General Fund	OTHER FUNDS		
						Water	Sewer	Others
<b>CITY MANAGER</b>								
City Manager	0.50	0.50	0.50	0.20	0.20			
Asst. City Manager	1.00	0.00	0.00	0.00	0.00			
Exec. Asst. to City Manager	1.00	1.00	1.00	1.00	1.00			
Secretary	1.00	0.25	0.25	0.25	0.25			
<b>Total City Manager</b>	<b>3.50</b>	<b>1.75</b>	<b>1.75</b>	<b>1.45</b>	<b>1.45</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

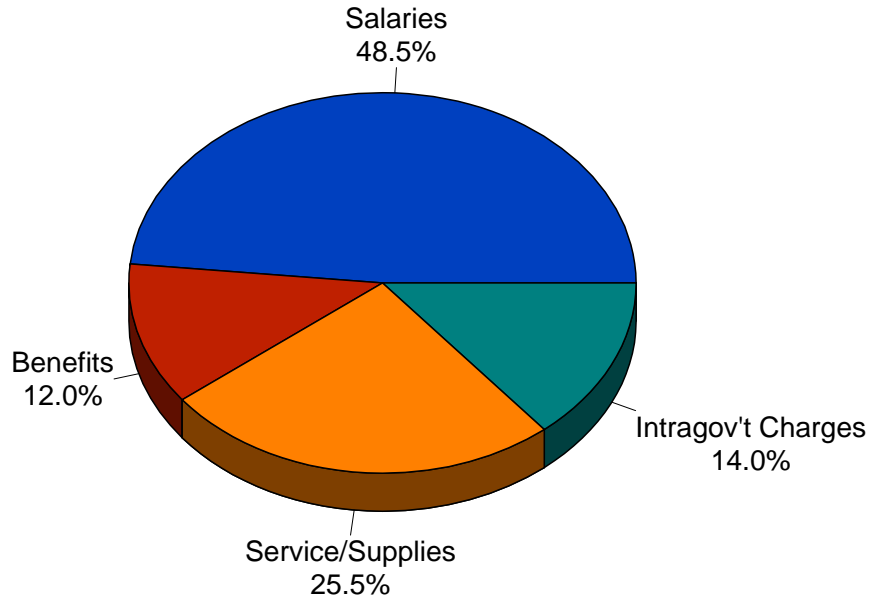


This church located near the City’s downtown was built using the same style as many of the other older buildings.

### CITY MANAGER ANNUAL BUDGET COMPARISON



### CITY MANAGER APPROPRIATIONS



General Plan

Summary of Expenses, Appropriations, Revenue and Transfers In

Department/ Division	FY 2005-06 Funded Positions	FY 2006-07 Funded Positions	FY 2006-07 Total Budget
General Plan	<u>2.00</u>	<u>0.00</u>	<u>\$ 221,750</u>
<b>Total Positions</b>	<b>2.00</b>	<b>0.00</b>	<b>Total Appropriations \$ <u>221,750</u></b>
<b>Part Time</b>			
Full Time Equivalent	0.00	0.00	
Part Time Hours	0	0	

Budget Comparison to Prior Years

<b>Description</b>	FY 2003-04 Actual	FY 2004-05 Actual	FY 2005-06 Budget	FY 2006-07 Budget	% Change From Budget
Salaries	\$ 199,571	\$ 194,088	\$ 195,800	\$ 70,450	-64%
Benefits	13,397	34,807	46,450	-	-100%
Services/Supplies	194,995	103,669	716,750	124,850	-83%
Capital Equipment	-	-	-	-	0%
Sub-Total	407,963	332,564	959,000	195,300	-80%
Intragovernmental Charges	<u>19,900</u>	<u>17,900</u>	<u>26,450</u>	<u>26,450</u>	0%
<b>Totals</b>	<b><u>\$ 427,863</u></b>	<b><u>\$ 350,464</u></b>	<b><u>\$ 985,450</u></b>	<b><u>\$ 221,750</u></b>	<b>-77%</b>

## GENERAL PLAN

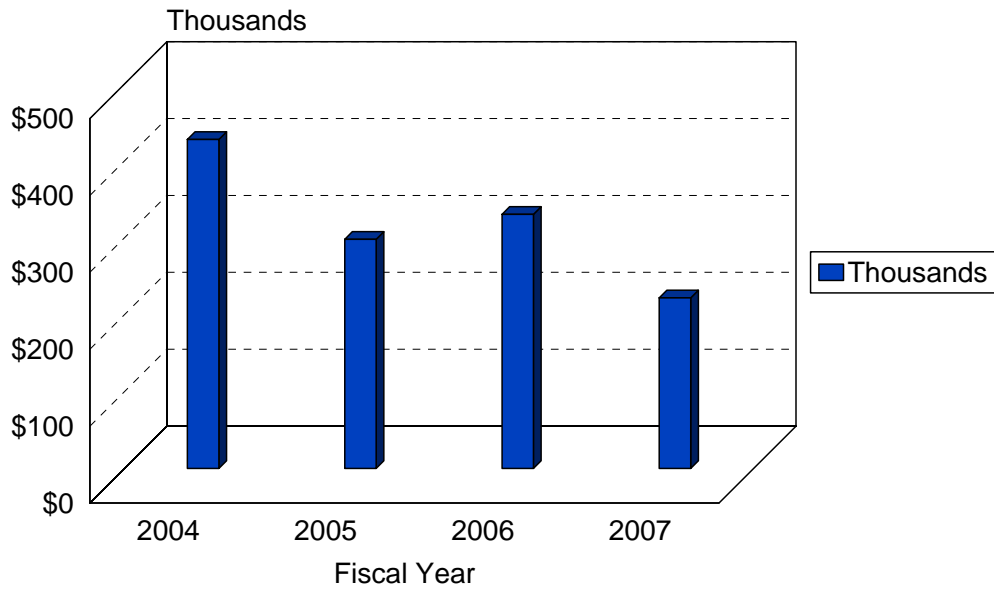
### FULL TIME POSITION ALLOCATION BY FUND FY 06-07

DEPARTMENT POSITION	FY 03-04 Positions	FY 04-05 Positions	FY 05-06 Positions	FY 06-07 Positions	General Fund	OTHER FUNDS		
						Water	Sewer	Others
<b>GENERAL PLAN ADMIN</b>								
Director of Gen Plan Admin	1.00	1.00	1.00	0.00	0.00			
Senior Planner	0.00	0.00	1.00	0.00	0.00			
Assoc. Planner	1.00	1.00	0.00	0.00	0.00			
<b>Total General Plan Admin</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

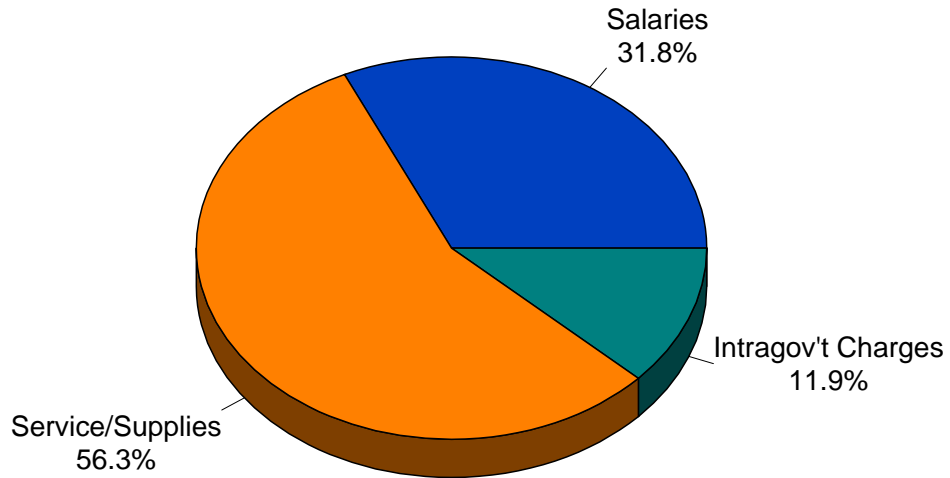


Petaluma used to be a predominately agricultural community. Dairyman's Feed, pictured above, is still actively producing, storing and selling feed locally and in the surrounding counties.

### GENERAL PLAN ANNUAL BUDGET COMPARISON



### GENERAL PLAN APPROPRIATIONS



## ANIMAL SERVICES

Animal Services is responsible for the sheltering and care of all stray, abandoned and unwanted companion animals within the Petaluma City limits. Animal Services is also responsible for the investigation of possible animal abuse and neglect as well as the enforcement of all animal-related laws. Animal Services issues and maintains all dog licenses.

### MISSION STATEMENT

The mission of Petaluma Animal Services is to protect, promote respect for, and enhance the well-being of all animals in our community.

### CHALLENGES FACING DEPARTMENT

The challenges facing Animal Services in FY 06-07 are to maintain the same high level of quality service to the community and care to the animals. As Petaluma's population continues to grow, Animal Services will be increasingly called upon to assist the public with animal-related issues and emergencies. These include: neighborhood complaints such as: barking dogs; animals at large; aggressive animals; animals not under the control of their owners; and animals coming into the shelter as strays and owner-surrenders.

### PERFORMANCE MEASURES FY 05-06

- *Increase enforcement, licensing*  
Outcome – FY 05-06 revenue increased by approximately \$30,000 from FY 04-05.
- *Increase volunteer numbers*  
Outcome – Number of volunteers increased from 80 to 106 active volunteers.
- *Educate the public on humane animal care and importance of spay/neuter*  
Outcome – Department produced several public service announcements, articles and handouts. Distributed discount coupons for spay/neuter. Sponsored Girl and Boy Scout tours.
- *Conduct a public relations campaign*  
Outcome – Produced 52 weekly newspaper columns to let community know Petaluma Animal Shelter is “the place” to visit when looking for a new companion animal. Placed adoptable animals on national PetFinder.org website.
- *Network with other Bay Area shelters*  
Outcome – Participated in northern California seminar and planning meeting on disaster planning for pets. Supervisors met twice monthly with peers from five other Sonoma County Shelters. Shifted animals to other shelters.

PERFORMANCE MEASURERS FY 06-07

- Host low cost mobile spay/neuter van a minimum of one time and host a minimum of two free cat neuter events.
- Solidify disaster plan.
- Increase adoptions through public relations and advertising.
- Expand fundraising efforts with Animal Services Advisory Committee.
- Seek approval from City Council for needed changes to Chapter 9 of Municipal Code.
- Expand donor base
- Computerize all shelter data and record-keeping, including animal control, adoptions, veterinary and health records, all animal control-related activities and files.
- Reconfigure outside dog area to improve safety for dogs, volunteers and public.

Animal Services

Summary of Expenses, Appropriations, Revenue and Transfers In

Department/ Division	FY 2005-06 Funded Positions	FY 2006-07 Funded Positions	FY 2006-07 Total Budget
Operations	<u>8.00</u>	<u>8.00</u>	\$ <u>731,550</u>
<b>Total Positions</b>	<b>8.00</b>	<b>8.00</b>	<b>Total Appropriations \$ <u>731,550</u></b>

Part Time

Full Time Equivalent	1.44	1.44
Part Time Hours	3,000	3,000

Budget Comparison to Prior Years

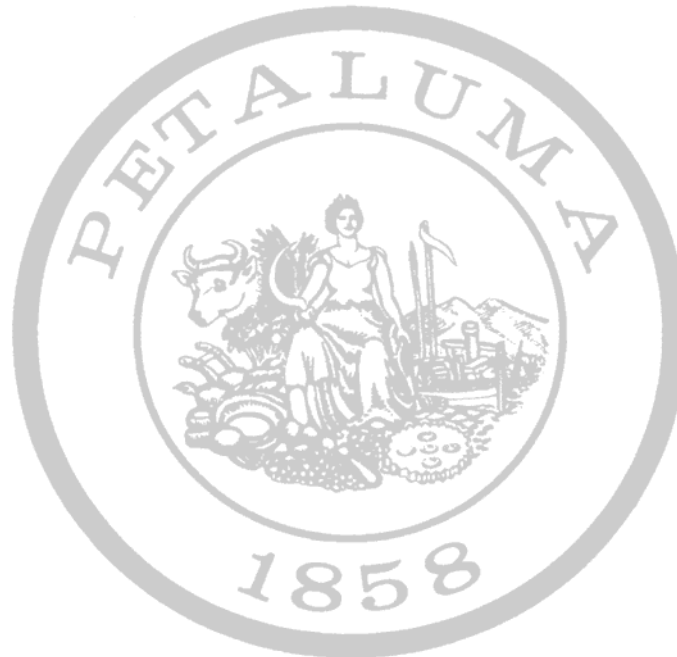
Description	FY 2003-04 Actual	FY 2004-05 Actual	FY 2005-06 Budget	FY 2006-07 Budget	% Change From Budget
Salaries	\$ 419,763	\$ 430,197	\$ 430,850	\$ 461,200	7%
Benefits	106,442	143,293	154,750	165,800	7%
Services/Supplies	100,686	106,563	80,200	88,000	10%
Capital Equipment	<u>1,400</u>	<u>-</u>	<u>-</u>	<u>-</u>	0%
Sub-Total	628,291	680,053	665,800	715,000	7%
Intragovernmental Charges	<u>12,500</u>	<u>11,300</u>	<u>16,550</u>	<u>16,550</u>	0%
<b>Totals</b>	<b>\$ <u>640,791</u></b>	<b>\$ <u>691,353</u></b>	<b>\$ <u>682,350</u></b>	<b>\$ <u>731,550</u></b>	<b>7%</b>

## ANIMAL SERVICES

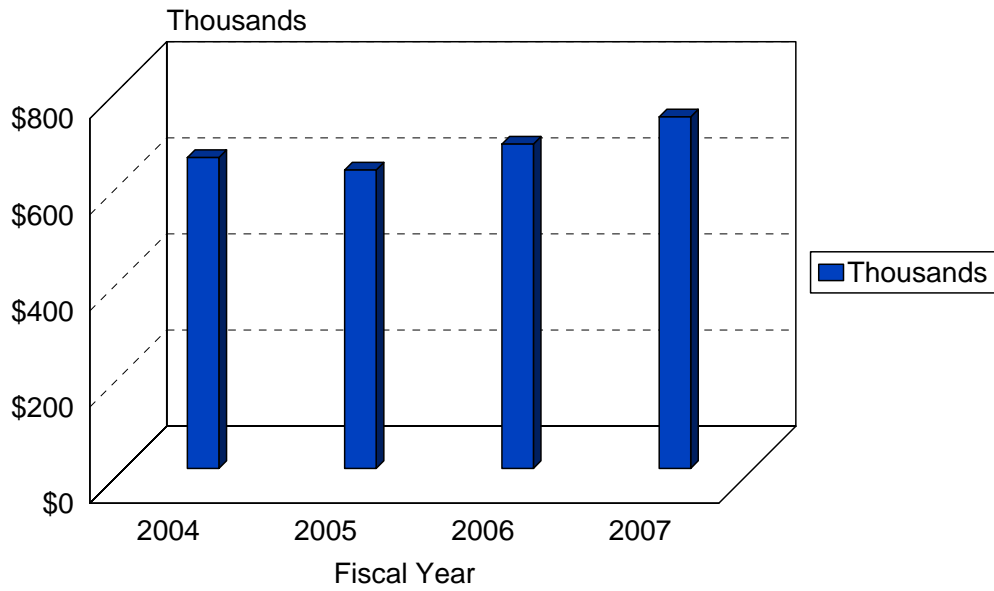
### FULL TIME POSITION ALLOCATION BY FUND

FY 06-07

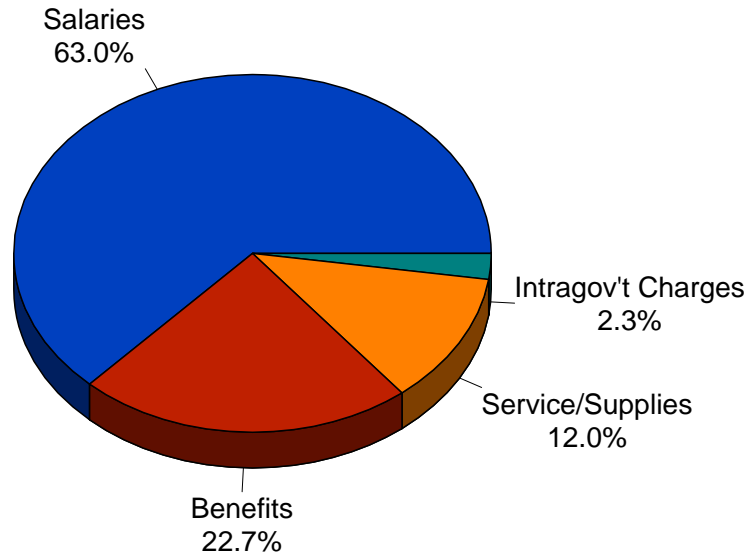
DEPARTMENT POSITION	FY 03-04	FY 04-05	FY 05-06	FY 06-07	General Fund	OTHER FUNDS		
	Positions	Positions	Positions	Positions		Water	Sewer	Others
<b>ANIMAL SERVICES</b>								
Animal Services Manager	1.00	1.00	1.00	1.00	1.00			
Animal Control Officer	3.00	3.00	3.00	2.00	2.00			
Animal Shelter Supervisor	1.00	1.00	1.00	1.00	1.00			
Kennel Attendant	2.00	1.00	1.00	1.00	1.00			
Shelter Assistant	2.00	2.00	2.00	2.00	2.00			
Sr. Animal Control Officer	0.00	0.00	0.00	1.00	1.00			
Volunteer Coordinator	1.00	0.00	0.00	0.00	0.00			
<b>Total Animal Services</b>	<b>10.00</b>	<b>8.00</b>	<b>8.00</b>	<b>8.00</b>	<b>8.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>



### ANIMAL SERVICES ANNUAL BUDGET COMPARISON



### ANIMAL SERVICES APPROPRIATIONS



## **TRANSIENT OCCUPANCY TAX**

The Transient Occupancy Tax (TOT), according to Section 4.24.220 of the Municipal Code, is to be used as follows:

“All fees and revenues collected pursuant to the authority of this article shall be used for such promotional purposes as the Council shall find will contribute to the growth, enlargement and prosperity of the City and will forward, encourage, advance, help, aid and assist in the growth, enlargement and prosperity of the City.”

Since 1984, the number of rooms subjected to the TOT has grown from 163 rooms to 574 rooms and 312 campsites. In FY 05/06, the Casa Grande Motel closed, with a loss of 22 rooms.

The amount used from TOT funds for City operations is \$1,000,000. These funds are transferred into the General Fund and used to maintain the City facilities and services that support the promotion of the City.

The City has adopted Resolution #94-281 N.C.S. that sets the policy on allocation of TOT funds to community groups for promotion. A Council sub-committee meets with applicants requesting funds and makes a recommendation to the entire Council on suggested allocations. The Council's final allocations to City non-profits was \$311,500 plus rent free office space equal to \$15,000 of Transient Occupancy Tax funds.

Transient Occupancy Tax

Summary of Expenses, Appropriations, Revenue and Transfers In

Department/ Division	FY 2005-06 Funded Positions	FY 2006-07 Funded Positions	FY 2006-07 Total Budget
Transient Occupancy Ta	<u>0.00</u>	<u>0.00</u>	\$ <u>1,313,550</u>
<b>Total Positions</b>	<b>0.00</b>	<b>0.00</b>	<b>Total Appropriations \$ <u>1,313,550</u></b>

Part Time

Full Time Equivalent	0.00	0.00
Part Time Hours	0	0

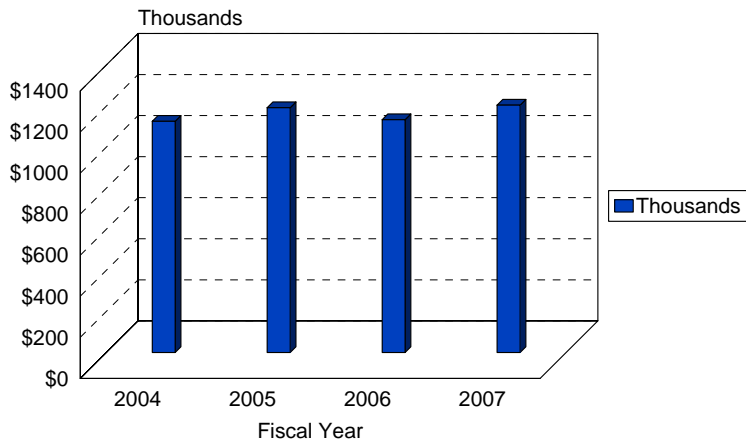
Budget Comparison to Prior Years

Description	FY 2003-04 Actual	FY 2004-05 Actual	FY 2005-06 Budget	FY 2006-07 Budget	% Change From Budget
Program Expenditures	\$ 518,166	\$ 299,990	\$ 309,000	\$ 311,500	1%
Transfers Out	<u>500,000</u>	<u>915,000</u>	<u>1,000,000</u>	<u>1,000,000</u>	0%
Sub-Total	1,020,411	1,215,828	1,309,000	1,311,500	0%
Intragovernmental Charges	<u>1,900</u>	<u>1,700</u>	<u>2,050</u>	<u>2,050</u>	0%
<b>Totals</b>	<b>\$ <u>1,022,311</u></b>	<b>\$ <u>1,217,528</u></b>	<b>\$ <u>1,311,050</u></b>	<b>\$ <u>1,313,550</u></b>	<b>0%</b>

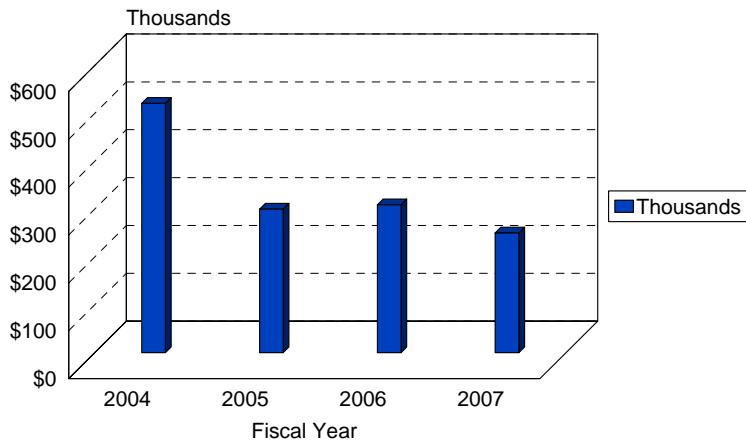
**CITY OF PETALUMA  
 PROMOTIONAL  
 TRANSIENT OCCUPANCY TAX FUND REQUESTS  
 FY 06-07**

	FY 03-04	FY 04-05	FY 05-06	FY 06-07
	Actual	Actual	Budget	Budget
<b>Community Requests</b>				
Petaluma Visitors Program	\$ 372,000	\$ 210,000	\$ 260,000	\$ 260,000
Sonoma County Convention & Visitors Bureau	25,272	-	-	-
Cinnabar Arts	65,000	60,000	29,000	29,000
Great Petaluma Quilt Show	12,470	7,000	3,000	-
Petaluma Downtown Assoc-Butter/Eggs Parade	14,000	10,000	10,000	15,000
Petaluma Downtown Assoc Art & Garden Festival	7,500	4,000	-	-
Petaluma Sings	5,000	-	-	-
Petaluma City Ballet	8,982	4,990	4,000	4,000
Petaluma Waterfront Jazz Festival	2,800	-	-	-
Petaluma Arts Council	4,000	3,000	2,000	2,000
Petaluma High School Music Boosters	1,142	1,000	1,000	1,000
American Legion-Veterans Foreign Wars Parade	-	-	-	500
<b>Total Requests</b>	<b><u>\$ 518,166</u></b>	<b><u>\$ 299,990</u></b>	<b><u>\$ 309,000</u></b>	<b><u>\$ 311,500</u></b>

### TRANSIENT OCCUPANCY TAX ANNUAL SOURCES COMPARISON



### TRANSIENT OCCUPANCY TAX EXPENDITURES



### TRANSIENT OCCUPANCY TAX PROGRAM REQUESTS COMPARISON

