



City Manager's Report May 23, 2014

**FROM THE OFFICE OF THE
CITY MANAGER**



PROPOSED BUDGET SUBMITTED FOR FINANCE ADVISORY BOARD AND CITY COUNCIL REVIEW

In accordance with City Ordinance No. 22 adopted September 22, 1948, expenditures in the proposed FY 2014-15 Annual Operating and Capital Budget for all funds are \$15,636,900. Excluding capital and utilities funds, the City's total operating budget, for all services and programs, is \$5,233,400. Compared to the proposed amended FY 2013-14 Annual Operating and Capital Budget of \$5,441, 000, the proposed budget reduced operating expenditures by \$207,600. This reduction in proposed spending is necessitated to ensure that the City's proposed operating expenditures do not exceed annual operating revenues. In order to achieve these substantial reductions in spending, the City will be deleting three high compensation management positions and proposing slight reductions in its health care program and recreation spending. A key focus in preparing this budget was to reduce the budgetary allocation dedicated to executive management, expand resources for production orientated employees and empower existing employees with the necessary authority and tools in order to enhance city staff performance. This organizational realignment has not been without pain as all employees have been asked to work smarter, fast and better in order to meet the service needs of the community.

The City of Greenfield is truly the "Heart of Salinas Valley" and has positioned itself for new growth and development. After many years of discussion and anticipation, the City is excited about the next phase of development planned for the Yanks Airfield and Museum, has begun active discussions with commercial developers for the Walnut Avenue Specific Plan and the annexation and redevelopment of the City's southern boundary to meet the service needs of the traveling public on US 101. These exciting opportunities have been created as a result of the City's visionary investment in the Yanks Development, Walnut Specific Plan and expanded Sphere of Influence to create new economic opportunity. In order to obtain this return on past investment, City staff has been reengineered to become more responsive in using the City's limited financial resources and newly purchased management tools. During the last three months, the City is beginning to experience the benefits from this effort and is excited about a new McDonalds finally investing in our down town, the construction of new O'Reilly Auto Store and the opening of a new Dollar Tree in the Greenfield Village. City staff is also working with multiple developers who are now ready to resume residential constructions of both market based and affordable housing after five years of no new construction in the City.

In spite of economic struggles that every community has confronted since the great economic meltdown in 2007, Greenfield is poised for growth in 2015 and well positioned to capitalize on its investment quietly made and nurtured during the past years. However, in order to seize opportunity, the City must have its own house in order to effectively use its limited resources, apply for and properly manage grants and respond to the needs of developers willing and able to invest in our community. The proposed FY 2014-15 Annual Operating and Capital Budget achieves these critical community needs.

The City Council will be meeting June 3, 2014 at 6:00pm in the Council Chambers to begin the budget review process and the public is encouraged to attend. To take a look at the proposed FY 2014-2015 click [HERE!](#) Please be patient when you click, as it will take a little bit to download.

Police and Greenfield's Teens Connect



Greenfield High School held three assemblies attended by most Freshmen, Sophomores, and Juniors on Friday. Chief Frese gave a 40 minute presentation to the students at each of the three assemblies about the exciting and interesting experiences one might have in becoming an explorer with the newly reorganize Greenfield Explorer Post. Exploring emphasizes career skills, civic contributions, character, leadership, life skills. By the end of the assemblies, a total of 67 students signed up to join or get more information about the Law Enforcement Explorer program. Mrs. Allison Steinman and Officer Armando Mendoza worked together to coordinate the assemblies. The Police Department is also seeking adult volunteer leadership for the Post and expects to be operational before school ends in June.

State Law Cell Phone Use & Emergency Vehicles



State law regarding cell phone use while driving provides an exception to police officers operating an authorized emergency vehicle, but Chief Frese believes "the police must recognize the potential to increase our own safety and that of the public while demonstrating respect for and understanding of the spirit of the law. A fact worth all of our attention is that overall vehicle fatalities have decreased 22% since the enactment of the law." This is why she is advising Greenfield officers to use hands-free/blue tooth type devices when they find cellular telephone communication is necessary while operating a police vehicle.

New Online Utility Bill Pay!

The City of Greenfield has implemented exciting new software, along with a new utility payment website. Please access the new utility payment website at www.ci.greenfield.ca.us and click on "Online Utility Bill Payment," to begin account set-up on the new utility payment website. We think you will like the capabilities of the new utility payment website. Thank you for your patience! Try using case studies, success stories, testimonials or examples of how others used your product or service successfully. Solicit material from clients and vendors, or ask your readers to write. It's a win-win! You get relevant content, and they get exposure.



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