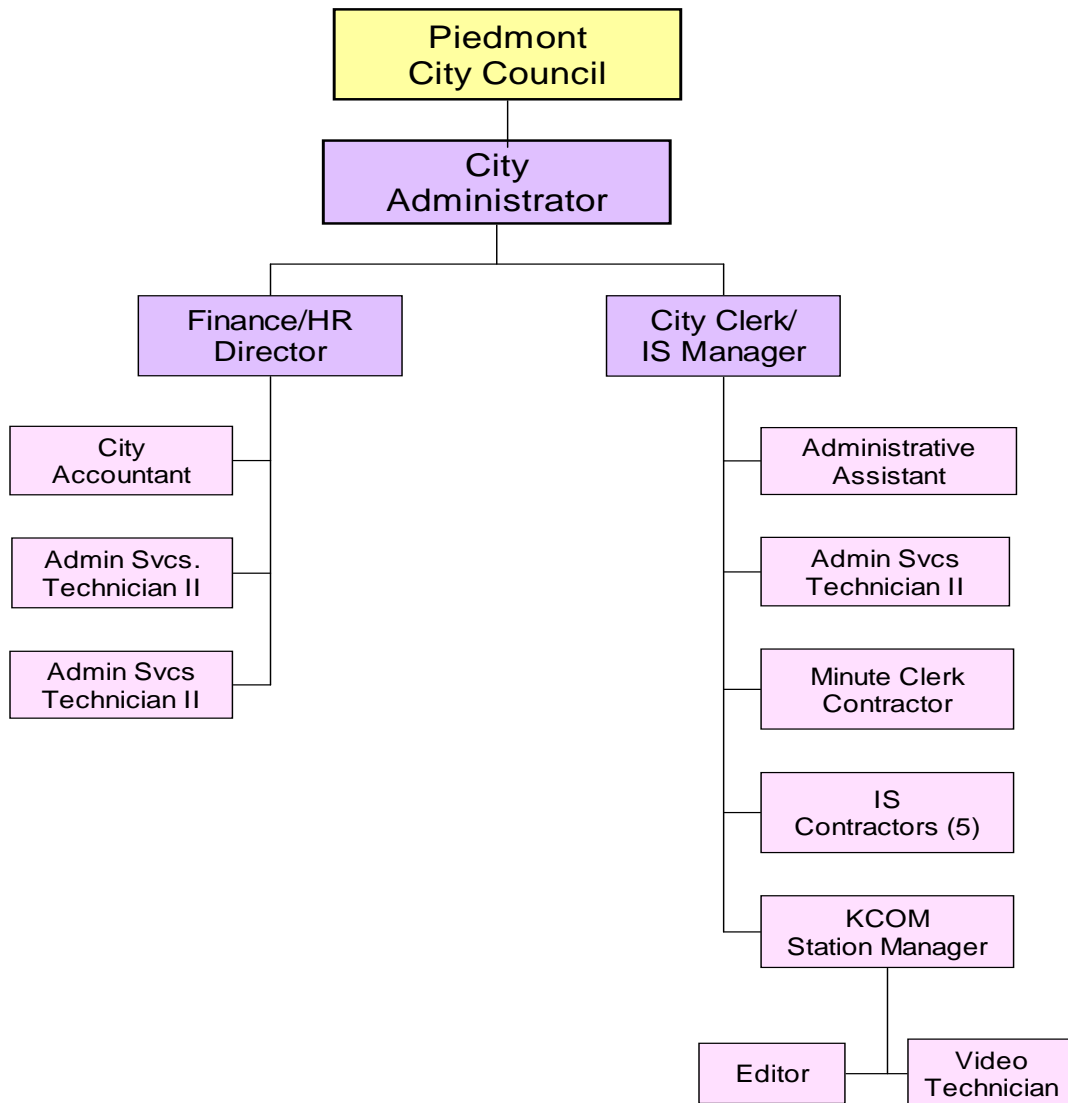


**Administration Department
FY 11-12 Budget**

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Functional Description & Work Objectives



City Administrator

The City of Piedmont operates under a council/manager form of government. Under the city charter, the City Administrator is responsible for supervising and coordinating all city departments to insure that public services are efficiently delivered. The City Administrator may also:

- Appoint, discipline and, when necessary, suspend or remove city employees
- Attend council meetings and have the right to take part in discussion, but not to vote
- Prepare and submit the annual budget to the City Council and supervise its administration after adoption
- Advise the City Council about the future needs of the city and make recommendations concerning its affairs

In addition, the City Administrator serves as a member of the Board of the Bay Cities' Joint Powers

Insurance Authority and the California Associated Risk Management Agency of which Piedmont is a member.

Together with the City Attorney, the City Administrator coordinates the legal defense of the city with independent counsel from the city's insurance pools.

City Clerk/IS Manager

The City Clerk has the following areas of responsibility:

- Manages the city clerk's office to provide all statutory duties of a city clerk, a citywide records management program and administrative support for the City Administrator and City Council
- Serves as the risk manager, and processing claims against the city
- Oversees the city's information systems including television, web site, Geographic Information System (GIS), e-mail and all shared data applications
- Collects business license taxes

The clerk is assisted in these duties by three (3) full-time employees and eight (8) part-time contractors.

Some duties previously assigned to the Clerk's Office have been reassigned to other departments:

- Responsibility for tree related property damage determination
- Documenting coverage requirements with the city's insurance pools

Finance/HR Director

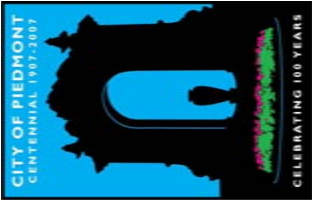
The Finance/HR Director has the following areas of responsibility:

- Management and analysis of all financial records of the City of Piedmont including investment funds
- Coordination of all personnel functions including payroll, benefit administration, recruitment and testing
- Oversight of the Workers' Compensation program
- Staff support to the Civil Service Commission, Police & Fire Pension Board and the Municipal Services Tax Review Committee

The Finance/HR Director is assisted by three (3) full-time employees.

City Attorney

The City Attorney is a contract position and is filled by Tom Curry of the Burke, Williams, and Sorensen Law Firm.



Management Goals & Objectives Reporting Form

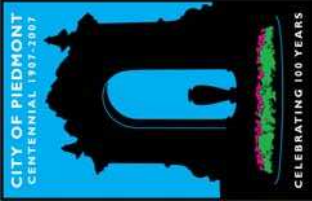
Employee John Tulloch

Review Period FY 11-12

(Set at the beginning of the review period and updated 6 months thereafter)

Goals and Objectives (Enter up to five (5) goals and up to three (3) objectives for each goal)	Budget	Target Date	Results
1 Oversee the 2012 General Municipal Election	\$55,000	02/07/2012	
1a. Prepare timeline for ballot measures		07/30/2011	
1b. Develop Candidate Materials		09/30/2011	
1c. Coordinate FPPC filings		On-Going	
2 Oversee the changover to CRW Business License Software	\$61,000	02/29/2012	
2a. Develop appropriate reports for new software		08/30/2011	
2b. Migrate old records to new system		12/31/2011	
2c. Go live with new software		01/31/2012	
3 Increase use of TRIM records management software		06/30/2012	
3a. Develop work plan for increased use		12/31/2011	
3b. Create online training and roll out		04/30/2012	
3c.			
4			
4a.			
4b.			
4c.			
5			
5a.			
5b.			
5c.			

List any additional major projects which were assigned during this review period.



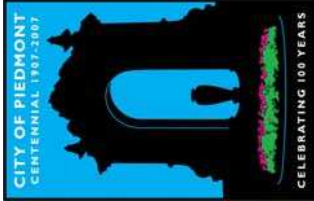
Management Goals & Objectives Reporting Form

Employee Mark Bichsel
 Review Period FY 10-11

(Set at the beginning of the review period and updated 6 months thereafter)

	Goals and Objectives (Enter up to five (5) goals and up to three (3) objectives for each goal)	Budget	Target Date	Results
1	Provide legally required training for management employees.	0	12-31-2010	Accomplished - training provided for management employees by
	1a. Contract for sexual harassment training		12-31-2010	Bickmore Risk Services on October 7, 2010.
	1b.			
	1c.			
2	Set-up and implement on-line risk management tool, "Preventionlink."	0	08-30-2010	Accomplished - employees have conducted training on-line since 9/14/10.
	2a. Set-up users and download all city human resources policies to site.		09-30-2010	
	2b. Train supervisors to use the site and assign training		11-01-2010	
	2c. Employee training			
3	CalPERS on-line services improvement.	0	04-30-2011	Implementation delayed by CalPERS until September, 2011.
	3a. Train staff on new on-line services for employee enrollment and payroll reporting.			
	3b.			
	3c.			
4				
	4a.			
	4b.			
	4c.			
5				
	5a.			
	5b.			
	5c.			

LIST ANY ADDITIONAL MAJOR PROJECTS WHICH WERE ASSIGNED DURING THIS REVIEW PERIOD.



Management Goals & Objectives Reporting Form

Employee Mark Bichsel
 Review Period FY 11-12

(Set at the beginning of the review period and updated 6 months thereafter)

	Goals and Objectives (Enter up to five (5) goals and up to three (3) objectives for each goal)	Budget	Target Date	Results
1	CalPERS on-line services improvement	0	Oct. 31, 2011	
	1a. Attend monthly on-line seminars, until the system goes live.			
	1b. For security purposes, convert all social security numbers into unique identification numbers.			
	1c. Train other staff members on the updated procedures.			
2	Finalize and implement a state dated check policy for accounts payable items	3,800	Dec. 30, 2011	0.
	2a. The city has been operating without an official policy for outstanding checks, which has			
	2b. been an area of concern for our auditors. City Attorney, Tom Curry, has been given the			
	2c. required details and will research & provide us with a legal policy.			
3	Implement new GASB requirements		July 1, 2011	
	3a. GASB Statement No. 54 requires the fund balance to be reported on the following			
	3b. classifications: Restricted, committed, assigned and unassigned, effective for FY 10-11.			
	3c. We will comply with the new GASB Statement for FY 10-11 & fiscal years thereafter.			
4	Risk management training for firefighters	6,200	Feb. 28, 2012	
	4a. Harassment and discrimination			
	4b.			
	4c.			
5				
	5a.			
	5b.			
	5c.			

LIST ANY ADDITIONAL MAJOR PROJECTS WHICH WERE ASSIGNED DURING THIS REVIEW PERIOD.

Administration		Budget	Estimated	Proposed	Budget
Description	Account #	10/11	10/11	11/12	% Change
Salaries					
Regular Salaries	400-010-001	910,000	816,000	800,000	-12.09%
Part Time Salaries	400-010-002	0	15,000	35,000	
Overtime Salaries	400-010-003	3,400	3,400	3,400	0.00%
Object Total	400-010	913,400	834,400	838,400	-8.21%
Health Insurance					
Medical Insurance	400-011-001	113,600	111,000	119,200	4.93%
Dental Insurance	400-011-002	14,300	13,600	13,400	-6.30%
Vision Plan	400-011-003	3,100	3,000	2,900	-6.44%
Object Total	400-011	131,000	127,600	135,500	3.44%
Retirement					
PERS	400-012-001	244,200	219,800	228,500	-6.43%
FICA	400-012-002	48,000	43,000	44,400	-7.50%
Object Total	400-012	292,200	262,800	272,900	-6.61%
Other Benefits					
Life Insurance	400-013-001	6,000	5,600	3,100	-48.33%
Disability Insurance	400-013-002	4,000	3,500	2,400	-40.00%
Medicare Insurance	400-013-005	13,300	12,200	12,300	-7.52%
Object Total	400-013	23,300	21,300	17,800	-23.61%
Membership/conf/training					
Membership/conf/training	400-031-001	18,800	17,300	20,450	8.78%
Auto Allowance	400-031-002	12,600	12,600	12,600	0.00%
Reimbursements	400-031-003	2,000	2,000	2,000	0.00%
M.L. King Celebration	400-031-004	1,000	1,000	1,000	0.00%
Object Total	400-031	34,400	32,900	36,050	4.80%
Department Supplies					
Office Supplies	400-051-001	30,000	30,000	30,000	0.00%
Postage	400-051-002	30,000	30,000	30,000	0.00%
Object Total	400-051	60,000	60,000	60,000	0.00%
Equipment Maintenance					
Hardware Maint. Contracts	400-053-001	13,300	13,300	13,300	0.00%
Object Total	400-053	13,300	13,300	13,300	0.00%
Contract Services					
Legal Services	400-054-001	200,000	225,000	225,000	12.50%
Audit Fees	400-054-002	38,500	38,500	38,500	0.00%
Legal Fees - Undergrounding	400-054-003	200,000	60,000	100,000	-50.00%
Negotiator	400-054-004	0	0	0	0.00%
Economic Development Advisory Board	400-054-005	0	0	0	0.00%
Minute Clerk	400-054-007	21,000	24,000	25,000	19.05%
Congestion Management	400-054-013	5,100	5,100	5,100	0.00%
Flex 125 Admin Fee	400-054-015	1,950	1,950	1,950	0.00%
CALPERS Med Admin Fee	400-054-016	7,000	6,500	7,000	0.00%
Interdistrict PUSD Expense	400-054-019	86,000	89,271	90,000	4.65%
Records Storage	400-054-022	4,000	4,000	4,000	0.00%
Oakland Airport Noise Advisory	400-054-025	0	0	0	0.00%
211 Referral	400-054-026	0	0	0	0.00%
Alameda County Local Agency commissio	400-054-027	1,200	1,100	1,200	0.00%
Object Total	400-054	564,750	455,421	497,750	-11.86%

Administration					
Description	Account #	Budget 10/11	Estimated 10/11	Proposed 11/12	Budget % Change
Other Expenses					
Civil Service	400-056-001	140,000	144,000	145,000	3.57%
Election Expense	400-056-003	0	0	55,000	
Other Expenses	400-056-006	1,000	103,000	1,000	0.00%
Bank Charges	400-056-008	4,100	4,100	4,100	0.00%
Sales and use Tax Expense	400-056-009	0	0	0	
Object Total	400-056	145,100	251,100	205,100	41.35%
Information Services					
Hardware	400-060-001	1,500	1,500	1,500	0.00%
Software	400-060-002	22,800	21,900	22,800	0.00%
Labor	400-060-003	40,050	39,150	40,800	1.87%
Object Total	400-060	64,350	62,550	65,100	1.17%
Capital Outlay					
Object Total	400-081	0	0	61,000	
Total Administration		2,241,800	2,121,372	2,202,900	-1.74%

Budget Narrative FY 11-12

Membership and Meetings

400-031

FY 10-11	Budgeted Amount	\$ 34,400
FY 10-11	12 Mo. Estimate	32,900
FY 11-12	Proposed	36,050

Councilmember expenses for attendance at state or local meetings; events sponsored by the city council such as the annual Volunteer Reception, the Alameda County Mayor's Conference dinner, and Employee Appreciation Day; and all staff membership and meeting expenses for professional development are paid from this account. Reimbursements for auto expense (a contractual expense), and reimbursements for tuition (also a contractual expense) are paid from this account.

Membership & Meetings

<u>Membership Costs</u>	<u>Budget FY 10-11</u>	<u>Estimated FY10-11</u>	<u>Proposed FY11-12</u>
League of California Cities	\$6,000	\$5,500	\$6,000
ABAG	\$2,600	\$2,600	\$2,750
Alameda Co. Mayors Conference	\$3,200	\$3,200	\$3,200
Govt. Finance Officers Assn.	\$0	\$0	\$0
International Institute of Muni Clerks	\$0	\$0	\$0
California Society of Finance Directors	\$0	\$0	\$0
Northern Calif. City Clerks Assn.	\$0	\$0	\$0
Sub-Total	\$11,800	\$11,300	\$11,950
 <u>Ceremonial Events</u>			
Volunteer Reception	\$2,000	\$2,000	\$2,000
Employee Appreciation Day	\$0	\$0	\$0
Mayor's Conference Dinner	\$0	\$0	\$1,000
Sub-Total	\$2,000	\$2,000	\$3,000
 <u>Meetings & Conferences</u>			
League of California Cities Annual	\$0	\$0	\$0
City Manager's Annual	\$1,000	\$1,000	\$1,000
City Clerk's Annual & Bi-monthly	\$0	\$0	\$0
Finance Director's Annual & Monthly	\$0	\$0	\$0
City Council Special Events	\$2,000	\$2,000	\$2,000
National Conference of Mayors	\$0	\$0	\$1,500
Sub-Total	\$3,000	\$3,000	\$4,500
<u>Miscellaneous</u>	\$2,000	\$1,000	\$1,000
Sub-Object Total	\$18,800	\$17,300	\$20,450

Auto Expense

400-031-002

FY 10-11	Budgeted Amount	\$12,600
FY 10-11	12 Mo. Estimate	12,600
FY 11-12	Proposed	12,600

Contractual auto reimbursement for the city administrator, city clerk and finance director are budgeted from this account. No change is expected in FY 11-12.

Reimbursements

400-031-003

FY 10-11	Budgeted Amount	\$2,000
FY 10-11	12 Mo. Estimate	2,000
FY 11-12	Proposed	2,000

Contractual reimbursements for employee tuition, the city administrator's expense account and department head reimbursements are handled under this account. Historically, there has been little use of this account.

Martin Luther King Day Celebration

400-031-004

FY 10-11	Budgeted Amount	\$ 1,000
FY 10-11	12 Mo. Estimate	1,000
FY 11-12	Proposed	1,000

During the FY 09-10 budget process, the appropriation for this event was reduced to \$1,000. The event held in January was a rousing success, and as such, the proposed appropriation for FY 11-12 is \$1,000.

Departmental Supplies**400-051**

FY 10-11	Budgeted Amount	\$60,000
FY 10-11	12 Mo. Estimate	60,000
FY 11-12	Proposed	60,000

All office supplies, copier paper and consumables, personal computer supplies, and miscellaneous printing costs are included. The city's one postage meter is also expensed from this account and the postage figure is for all departments.

Office Supplies

400-051-001

FY 10-11	Budgeted Amount	\$30,000
FY 10-11	12 Mo. Estimate	30,000
FY 11-12	Proposed	30,000

All consumable office supplies, including copier paper, are paid from this account.

Postage 400-051-002

FY 10-11	Budgeted Amount	\$30,000
FY 10-11	12 Mo. Estimate	30,000
FY 11-12	Proposed	30,000

All of the city's expenses for postage are paid from this account.

Equipment Maintenance 400-053

FY 10-11	Budgeted Amount	\$13,300
FY 10-11	Mo. Estimate	13,300
FY 11-12	Proposed	13,300

Hardware maintenance contracts cover both administration and public works copiers plus the city's only postage meter.

Contract Services 400-054

FY 10-11	Budgeted Amount	\$564,750
FY 10-11	12 Mo. Estimate	455,421
FY 11-12	Proposed	497,750

All council authorized contracts with other jurisdictions such as the Congestion Management Agency are expensed from this account, as are legal, negotiating, audit and other service agreements.

Legal Services 400-054-001

FY 10-11	Budgeted Amount	\$200,000
FY 10-11	12 Mo. Estimate	225,000
FY 11-12	Proposed	225,000

FY 10-11 saw Piedmont's first change in the post of City Attorney in 44 years. The transition to a new City Attorney has been a smooth one, but required more time than anticipated, due to unforeseen circumstances. Some of the expenses incurred in this account are a direct result of planning applications and will be reimbursed through fees charged to the applicant. Occasional expenses for Judith Robbins, the Deputy City Attorney are also paid from this account.

Audit Fees 400-054-002

FY 10-11	Budgeted Amount	\$38,500
FY 10-11	12 Mo. Estimate	38,500
FY 11-12	Proposed	38,500

Each year, the city's finances are audited by an outside consultant. Our 2007 contract with our current auditor sets the current annual cost.

Legal – Undergrounding 400-054-003

FY 10-11	Budgeted Amount	\$ 200,000
FY 10-11	12 Mo. Estimate	60,000
FY 11-12	Proposed	100,000

At council direction, a new account has been established to pay for legal advice to the city directly related to private undergrounding projects. Costs related to the City’s defense in the suit Kurtin v. Piedmont as well as costs for the suits to recap cost overruns for the Piedmont Hills Underground Assessment district are paid from this account.

Negotiator 400-054-004

FY 10-11	Budgeted Amount	\$ 0
FY 10-11	12 Mo. Estimate	0
FY 11-12	Proposed	0

The city’s labor agreements with all bargaining units expired December 31, 2010. In an effort to be fiscally prudent, the City Administrator will handle all negotiations during this fiscal year.

Economic Development Advisory Board 400-054-005

FY 10-11	Budgeted Amount	\$ 0
FY 10-11	12 Mo. Estimate	0
FY 11-12	Proposed	0

While the Economic Development Advisory Board continues to provide excellent services to Piedmont and all other East Bay cities, it is proposed that the city make no contribution for FY 10-11 in an effort to be fiscally prudent.

Minute Clerk 400-054-007

FY 10-11	Budgeted Amount	\$21,000
FY 10-11	12 Mo. Estimate	24,000
FY 11-12	Proposed	25,000

Chris Harbert has been under contract with the City of Piedmont since August 1979. An increase in the number and length of public meetings has caused the allocation in the account to be increased to \$25,000.

Congestion Management Agency 400-054-013

FY 10-11	Budgeted Amount	\$5,100
FY 10-11	12 Mo. Estimate	5,100
FY 11-12	Proposed	5,100

Together with other Alameda County cities, Piedmont participates in this countywide traffic management effort. The city receives funding from CMA which is much greater than the city’s annual dues, and, therefore, the city’s contribution should continue.

Flex 125 Administrative Fee 400-054-015

FY 10-11	Budgeted Amount	\$1,950
FY 10-11	12 Mo. Estimate	1,950
FY 11-12	Proposed	1,950

TLC Administrators manages the city's flexible benefit plan which allows employees to deduct certain pre-tax costs.

CAL PERS Administration Fee 400-054-016

FY 10-11	Budgeted Amount	\$ 7,000
FY 10-11	12 Mo. Estimate	6,500
FY 11-12	Proposed	7,000

The city pays PERS an administrative fee based on the total of health premiums for all active employees and retirees. The percentage changes on a yearly basis, but has ranged from as little as 0.20% to as high as 0.45% in the last few years. In FY 09-10, the fee was set at 0.43%. This amount fluctuates with changes in the premium amounts.

Inter-district Transfer Expense 400-054-019

FY 10-11	Budgeted Amount	\$86,000
FY 10-11	12 Mo. Estimate	89,271
FY 11-12	Proposed	90,000

The city has an agreement with Piedmont Unified School District to reimburse the district for expenses incurred through approved interdistrict transfers for children of city employees.

Records Storage 400-054-022

FY 10-11	Budgeted Amount	\$ 4,000
FY 10-11	12 Mo. Estimate	4,000
FY 11-12	Proposed	4,000

Due to the lack of storage space at city hall, Piedmont contracts for off-site records storage. The company providing this service uses barcode identification of cartons which are generated in the city's TRIM software package.

Oakland Airport Noise Advisory Forum 400-054-025

FY 10-11	Budgeted Amount	\$ 0
FY 10-11	12 Mo. Estimate	0
FY 11-12	Proposed	0

While the Oakland Airport Noise Advisory Forum continues to provide excellent services to Piedmont, it is proposed that the city make no contribution for FY 11-12 in an effort to be fiscally

prudent.

211 Referral

400-054-026

FY 10-11	Budgeted Amount	\$	0
FY 10-11	12 Mo. Estimate		0
FY 11-12	Proposed		0

While the 211 Service provided by Eden I&R continues to provide excellent services to Piedmonters, it is proposed that the city make no contribution for FY 11-12 in an effort to be fiscally prudent.

Alameda County Local Agency Formation Commission

400-054-027

FY 10-11	Budgeted Amount	\$	1,200
FY 10-11	12 Mo. Estimate		1,100
FY 11-12	Proposed		1,200

Alameda County LAFCO is an agency whose broad goals are to ensure the orderly formation of local government agencies, to preserve agricultural and open space lands, and to discourage urban sprawl.

Other Expenses

400-056

FY 10-11	Budgeted Amount		\$145,100
FY 10-11	12 Mo. Estimate		251,100
FY 11-12	Proposed		205,100

Expenses which do not clearly fall in other categories and are not capital expenditures are listed in this category including items such as civil service costs, election expense, and bank charges.

Civil Service

400-056-001

FY 10-11	Budgeted Amount	\$	140,000
FY 10-11	12 Mo. Estimate		144,000
FY 11-12	Proposed		145,000

Recruitment, testing, training, medical evaluation of new employees and the cost of disciplinary actions are handled through this account. Disciplinary issues in FY 10-11 have generated unexpected expenses.

Election Expense

400-056-003

FY 10-11	Budgeted Amount	\$	0
FY 10-11	12 Mo. Estimate		0
FY 11-12	Proposed		55,000

Under the City Charter, the next municipal election is scheduled for February, 2012, and is not consolidated with any other election, necessitating this expenditure.

Other Expenses 400-056-006

FY 10-11	Budgeted Amount	\$ 1,000
FY 10-11	12 Mo. Estimate	103,000
FY 11-12	Proposed	1,000

Unusual and unexpected expenses not covered in any department budget, such as honorary plaques, newspaper subscriptions, city pins, nameplates, etc. are paid from this account.

The majority of the FY 10-11 expense in this account comes from the City's obligations in closing out the Associated Community Action Partnership Joint Powers Authority which the City is a party to along with 12 other cities in Alameda County.

Bank Charges 400-056-008

FY 10-11	Budgeted Amount	\$4,100
FY 10-11	12 Mo. Estimate	4,100
FY 11-12	Proposed	4,100

The city uses the local Wells Fargo Bank for its accounts and pays a modest amount for bank charges each year.

Information Services 400-060

FY 10-11	Budgeted Amount	\$ 64,350
FY 10-11	12 Mo. Estimate	62,550
FY 11-12	Proposed	65,100

Hardware 101-400-060-001	Budget FY 09-10	Estimated FY 09-10	Proposed FY 10-11
Hardware	\$1,500	\$1,500	\$1,500
Total	\$1,500	\$1,500	\$1,500
Software 101-400-060-002			
Government Financial System	\$3,200	\$3,100	\$3,200
HRIS (Human Resources)	\$1,500	\$1,450	\$1,500
Paymate	\$3,000	\$2,900	\$3,000
Fixed Assets	\$1,400	\$1,300	\$1,400
New Vision Software Support	\$1,300	\$1,250	\$1,300
TRIM (Records Management)	\$5,700	\$5,500	\$5,700
CD-Data (Alameda Co. APN data)	\$1,500	\$1,200	\$1,500
Internet access for Finance	\$550	\$550	\$550
Treeworks (Street Tree Management)	\$650	\$650	\$650
Retrospect (server back-up software)	\$0	\$0	\$0
Kerio (Mailserver Maintenance)	\$2,000	\$2,000	\$2,000
Symantec (Anti-Virus Maintenance)	\$2,000	\$2,000	\$2,000
Sub-Total	\$22,800	\$21,900	\$22,800
Labor Costs 101-400-060-003			
Admin Maintenance	\$3,000	\$2,500	\$3,000
Network Maintenance	\$30,000	\$30,000	\$30,000
Web Site Maintenance	\$3,000	\$2,600	\$3,750
Web Server (ABAG)	\$800	\$800	\$800
ACS Software Training	\$3,250	\$3,250	\$3,250
Sub-Total	\$40,050	\$39,150	\$40,800
Object Total	\$64,350	\$62,550	\$65,100

The Administration budget shows two separate types of computer related expenses: costs for departmental software and maintenance as well as costs for the network. The city's shared infrastructure includes e-mail, internet, GIS, records management and data storage.

There are two major projects slated for FY 11-12. The first is the upgrade of our business license software. Please see the Capital Outlay section (below) for more details.

The second project is mandated by the federal government. The City of Piedmont, along with all cities for whom EBMUD treats their sanitary sewer effluent, is under a court order to implement a better reporting system for management and maintenance of our sanitary sewer system. One of the requirements of this order is to link the city's sewer management software with our GIS. While the costs of this project will be paid from the sewer fund, the project has city-wide implications for IS.

Capital Outlay

400-081

FY 10-11	Budgeted Amount	\$	0
FY 10-11	12 Mo. Estimate		0
FY 11-12	Proposed		61,000

We propose purchasing the LicenseTRAK program from CRW software, the manufacturer of the Building Permit and Project tracking software used by the Public Works Department. The cost of purchase is \$61,000. This includes a required upgrade for the Public Works Department's version of the software, which will allow the addition of the LicenseTrak module.

For the past 20 years the city has used a program custom built by Enrique LaRoche of Micro Services. Because the city was a beta site for this software, we have never paid any license fees for its use. This software is not widely used by other cities, and support is not as robust as from larger vendors. Unfortunately, the city must now choose between paying for an upgraded version of our existing software (and pay the license fees for that upgrade) or purchasing a system from a larger company which can provide comprehensive, long term support.

One of the main issues with the current software is its lack of ability to actively share information with the city's building permit software. This lack of connectivity results in loss of revenue to the city because the clerk's office cannot verify actual gross receipts accrued by contractors doing work in Piedmont. The purchase of this software would greatly reduce the amount of revenue lost to contractors gaming the system.

The Public Works Department uses two modules from CRW Software's TRAKiT suite of government software. The TRAKiT programs are used by many local municipalities and provide total integration of data using SQL databases. The city currently has licenses for PermitTRAK, ProjectTRAK and LandTRAK (although that program has not been used). Public Works staff has had excellent results with the software and supports the integration of the LicenseTRAK module.

The developer of the software, CRW Systems, has been a city vendor for over a decade. Because the version of the software being used in Public Works is not sold any more, they are requiring (and have recommended for several years) that the entire software suite be upgraded to the current version as a part of the acquisition of the Business License module. The cost of the upgrade is a part of this request.

The cost is broken down into three parts:

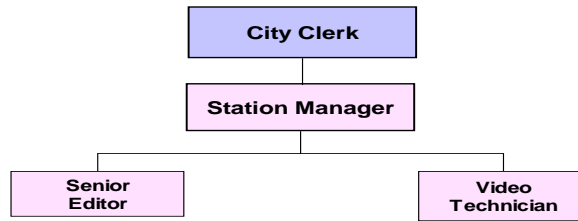
1) License Trak Software, Implementation, Data Conversion and Training	\$35,500
2) 5 Additional Seat Licenses	\$12,000
3) Upgrade to Trakit Enterprise, Configuration, Data Conversion & Training	<u>\$13,500</u>
	\$61,000

**KCOM BUDGET
FY 2011 - 2012**

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City of Piedmont KCOM-TV

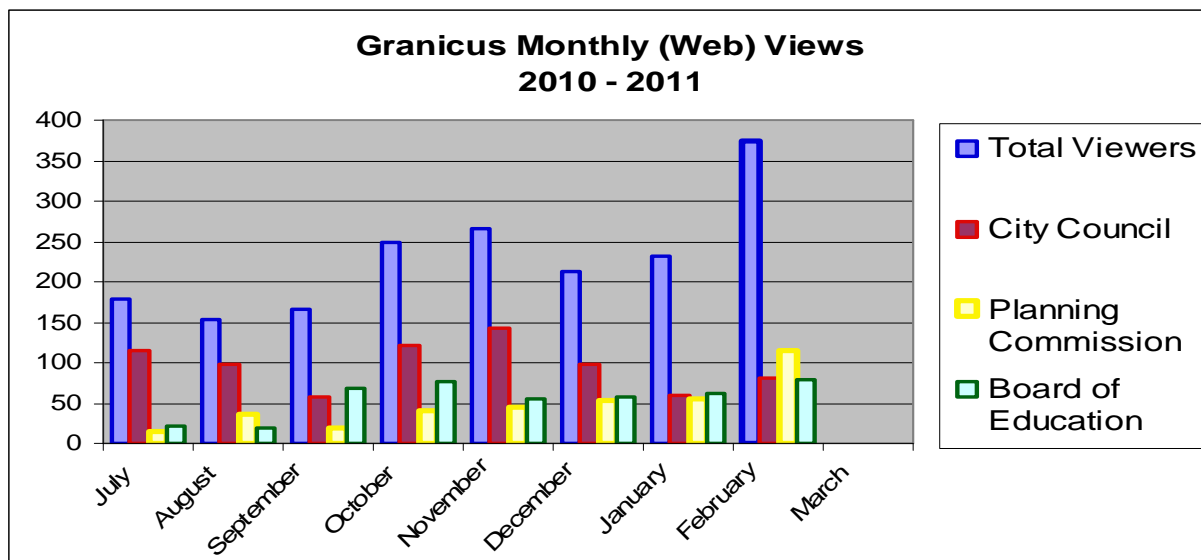
Functional Description & Work Objectives



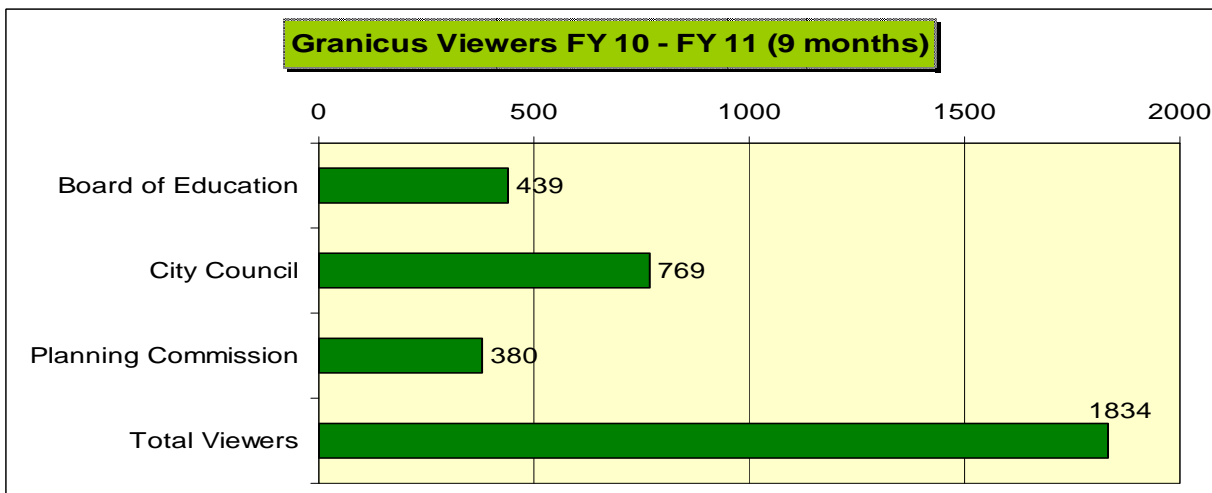
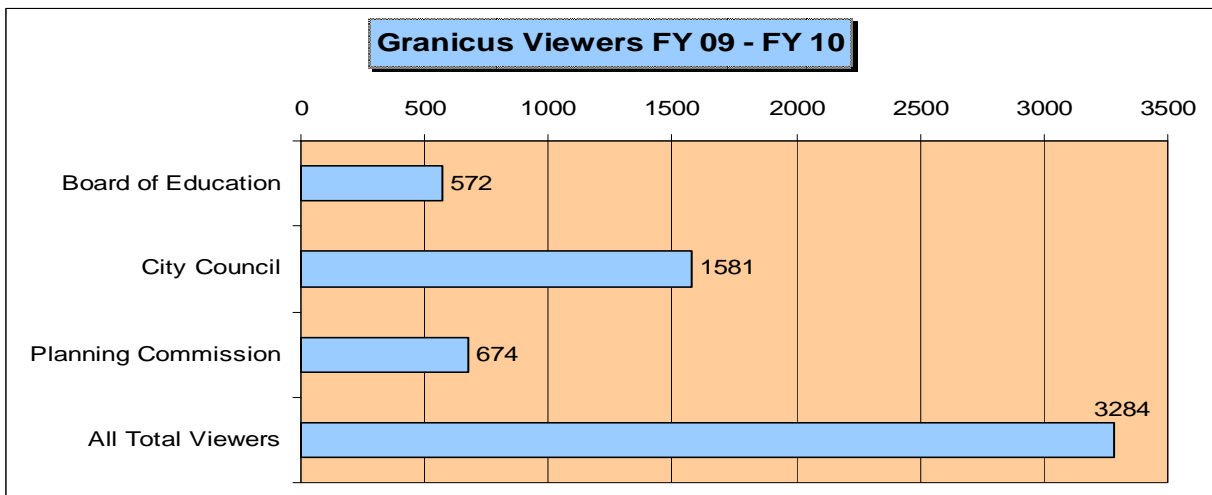
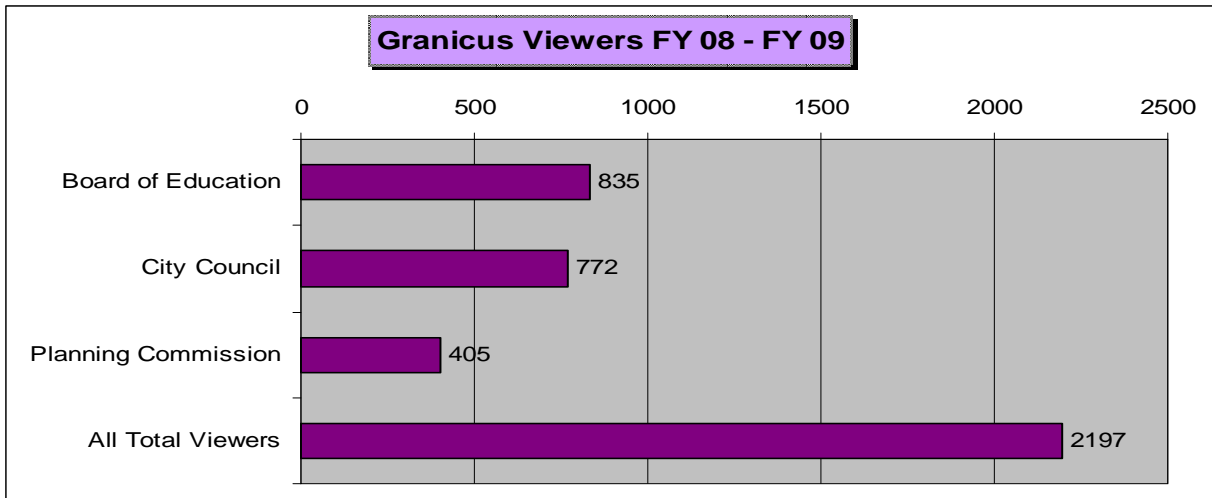
KCOM-TV, Comcast Channel 27, is an educational/government access television station operated by the City of Piedmont. The purpose of the station is to educate and inform the residents of Piedmont about their local government and its services and to enhance community life by providing programs which focus on local social, cultural and historic events. KCOM regularly telecasts live meetings of the City Council, School Board, Park Commission, Planning Commission, and Recreation Commission. The station is managed by Kenya Davis and employs two independent contractors and additional part-time video or audio contractors as required.

The station was created under a franchise agreement for cable TV in 1988. Under the city's current franchise agreement with Comcast which expires in 2012, Piedmont receives approximately \$128,000 in franchise fee revenue per year. This is a General Fund contribution and does not directly offset KCOM operations. The rate increases proportionately to customer fee increases.

The Granicus streaming video monthly viewership numbers for July 2010 – February 2011 are reflected in the chart below. Spikes on the chart occurred when topics of community interest were being discussed by the City Council, Planning Commission or School Board.

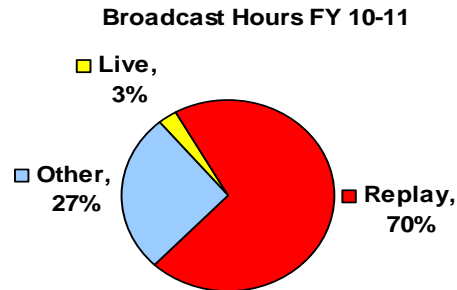


For example, streaming video usage of City Council meetings more than doubled in FY 09-10, when several issues of public interest were discussed including the Piedmont Hills and Hampton Seaview Undergrounding District.



The KCOM broadcast day is from 12 hours to 18 hours. Under the council’s current policy, the majority of KCOM’s broadcast day or telecast schedule is spent on live or rebroadcast public government meetings. The FY 09-10 budget reduction limited station produced programs to short (5-15 minute) community and educational Public Service Announcements (PSA’s). In FY 09-10 only 13% of the broadcast year was allocated to community/educational programs.

In FY 10-11, the community/educational programming increased to 27% of the broadcasts. In the charts below “other” includes the following new and revised PSA’s which aired this fiscal year.



PSA’S

- | | |
|------------------------|---|
| 4th of July | Animal Services: Piedmont Police Department |
| Bird Calling | Bus Safety – Wildwood School |
| Harvest Festival | Haunted House |
| History Trails | KCOM Station ID’s |
| PUSD – Wildwood School | Schoolmates |
| Tree Lighting | Wildwood School Bus Route |

PROGRAMS

- Havens: Building The Dream
- Bird Calling Contest 2010
- Bird Calling Contest – May 13, 2011
- Understanding Social Networking – Piedmont Police Department

Per council direction, the station also airs public information programs provided by the Alameda County Waste Management Authority, Alameda County Recycling Board, Alameda County Recreation Department, Alameda County Clean Water Program, Central Marin Sanitation Agency and the State Department of Conservation.

Additionally, the KCOM Community Announcement/Readerboard broadcasts 24 hours a day, 7 days a week, in between regularly scheduled programs. Updated weekly, requests from the following organizations have been sent this fiscal year:

- PUSD Schools, Parent Clubs, and Superintendent’s Office
- Piedmont Police, Fire, Public Works and Recreation Departments
- Piedmont Appreciating Diversity Committee, Asian American Club, League of Women Voters, Piedmont East Bay Children’s Choir and Piedmont Council, BSA, Alameda County Transportation Commission and EBMUD

KCOM videotaped the following special community meetings in FY 10-11.

- Special School Board – September 16, 2010
- LWV Election Forum – October 12, 2010
- City Council Meeting (Veterans' Building) – November 15, 2010
- City Council Meeting (Veterans' Building) - December 6, 2010
- Special Planning Commission Meeting (EIR) – February 24, 2011
- Special School Board – March 3, 2011

Copies of KCOM broadcasts in DVD format **may be borrowed by the public at no charge** or are made available for sale at a cost of \$10.00 per program.

CATV (KCOM-TV)		Budget	Estimated	Proposed	Budget
Description	Account #	10/11	10/11	11/12	% Change
Salaries					
Regular Salaries	401-010-001	84,580	84,580	84,580	0.00%
Overtime	401-010-003	1,000	1,000	1,000	0.00%
Object Total	401-010	85,580	85,580	85,580	0.00%
Health Insurance					
Medical Insurance	401-011-001	6,700	6,500	7,200	7.46%
Dental Insurance	401-011-002	730	720	740	1.37%
Vision Plan	401-011-003	200	190	200	-0.08%
Object Total	401-011	7,630	7,410	8,140	6.68%
Retirement					
PERS	401-012-001	23,970	23,970	25,500	6.38%
FICA	401-012-002	5,300	5,190	5,310	0.18%
Object Total	401-012	29,270	29,160	30,810	5.26%
Other Benefits					
Life Insurance	401-013-001	600	600	400	-33.33%
Disability Insurance	401-013-002	400	390	260	-34.98%
Medicare Insurance	401-013-005	1,300	1,250	1,250	-3.86%
Object Total	401-013	2,300	2,240	1,911	-16.92%
Membership/conf/training	401-031-001	0	0	0	
Training	401-031-002	0	0	0	
Object Total	401-031	0	0	0	
Office Supplies	401-051-001	2,500	2,000	2,500	0.00%
Equipment Maintenance	401-053-001	1,500	1,500	1,500	0.00%
Contract Services	401-054-001	30,400	30,400	30,400	0.00%
Information Services					
Software	401-060-002	22,000	21,200	22,000	0.00%
Object Total	401-060	22,000	21,200	22,000	0.00%
Capital Outlay	401-081	0	0	2,500	
Total KCOM		181,180	179,490	185,342	2.30%

Membership and Meetings

401-031

FY 10-11	Budgeted Amount	\$ 0
FY 10-11	12 Mo. Estimate	0
FY 11-12	Proposed	0

There are no proposed expenditures for training or attendance at professional meetings. KCOM receives free industry magazines and newsletters to stay informed about technology changes.

Membership & Meetings	401-031-001
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FY 10-11	Budgeted Amount	\$0
FY 10-11	12 Mo. Estimate	0
FY 11-12	Proposed	0

Training	401-031-002
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FY 10-11	Budgeted Amount	\$0
FY 10-11	12 Mo. Estimate	0
FY 11-12	Proposed	0

Departmental Supplies

401-051

FY 10-11	Budgeted Amount	\$ 2,500
FY 10-11	12 Mo. Estimate	2,000
FY 11-12	Proposed	2,500

In FY 09-10, the supply budget was reduced due to the low cost operation of digital equipment. For FY 11-12, there are minimal proposed departmental supply expenses. All office and video supplies are funded from this account. In the past, a portion equal to the supply budget was recouped each year through a year-end appropriation equal to the total sales dollars attributable to DVDs. Thus far in FY 10-11, there has been \$110.00 in revenue from DVD sales. This decrease is due to the increased amount of Granicus viewership. During this fiscal year there have been over 1800 online web views of City meetings. We still make DVD copies of every meeting for the press and DVD's are loaned out to residents for two weeks.

Equipment Maintenance

401-053

FY 10-11	Budgeted Amount	\$ 1,500
FY 10-11	12 Mo. Estimate	1,500
FY 11-12	Proposed	1,500

In FY 08-09, new equipment was purchased as part of the station renovation. For FY 10-11, troubleshooting, repairs and service calls were made for audio equipment located in Council Chambers. Troubleshooting and service calls were also made for the Panasonic DVX100A portable video camera located in the KCOM studio.

Contract Services

401-054

FY 10-11	Budgeted Amount	\$ 30,400
FY 10-11	12 Mo. Estimate	30,400
FY 11-12	Proposed	30,400

No contractor rate increases are proposed for FY 11-10. In FY 09-10, there was almost a 50% reduction in contract services. This significant reduction eliminated the station's ability to produce feature length programs such as Creative Spaces or the 4th of July Parade. Short (5-15 minute) community and educational PSA's were created instead.

Budget reduction also limited the Station Managers' time for KCOM daily operations. When the Station Manager covers meetings, the work schedule changes depending on the number of live broadcasts during that week. For example, on a meeting day, instead of starting the work day at 8:30am, the Station Manager may come in at 3:00pm to do some station operations and then cover a 7:00pm meeting. These meetings are typically in session for 2-5 hours and then need to be copied to DVD for the press, trimmed and scheduled for rebroadcast and then processed for the online video archives.

It is hard to estimate a meetings total running time. Pre-production and post-production combined with the actual meeting time ranges from 2-10 hours. Although the agenda can give some clue as to the length of a meeting, it is not necessarily accurate. In FY 09-10, KCOM telecast 84 live meetings. The Video Technician covered 48 meetings, the Station Manager covered 34 meetings and the Station Editor covered 2 meetings due to illness or vacation.

In the first 9 months of FY 10-11, KCOM has telecast 55 live meetings. The Video Technician has covered 26 meetings, the Station Manager has covered 29 meetings and the Station Editor assisted with the 2 meetings that were held at Veterans' Hall. Additionally, twice a month on City Council meeting days, the Station Manager or the Station Editor, records live to tape the LWV Agenda Insight which gets broadcast later in the evening before the City Council meeting. It is not possible to have uninterrupted operation of KCOM with one staff person.

The Station Managers schedule is intended to be flexible, but if the coverage of evening meetings requires the Station Manager to be present, the possibility of overtime is probable. For FY 10 - 11, the Station Manager has acquired 3.5 hours of overtime, totaling \$162.65.

Information Services

401-060

FY 10-11	Budgeted Amount	\$ 22,000
FY 10-11	12 Mo. Estimate	21,200

already has the same specialized tripod, video cables, batteries and film stock available from the malfunctioning Panasonic DVX100A. No additional accessories are needed. This brand has proven to be very durable because in addition to video recordings, the camera is frequently used for digital duplications, media transfers and voice narrations. Currently, the rate is \$200 for a one day rental of the Panasonic DVX100B and typically we use our portable camera at least 5-15 times a month.

KCOM Station Renovation

In FY 08-09, the station remodel budgeted at \$301,310 (from Equipment Replacement) was successfully completed for \$271,428.

