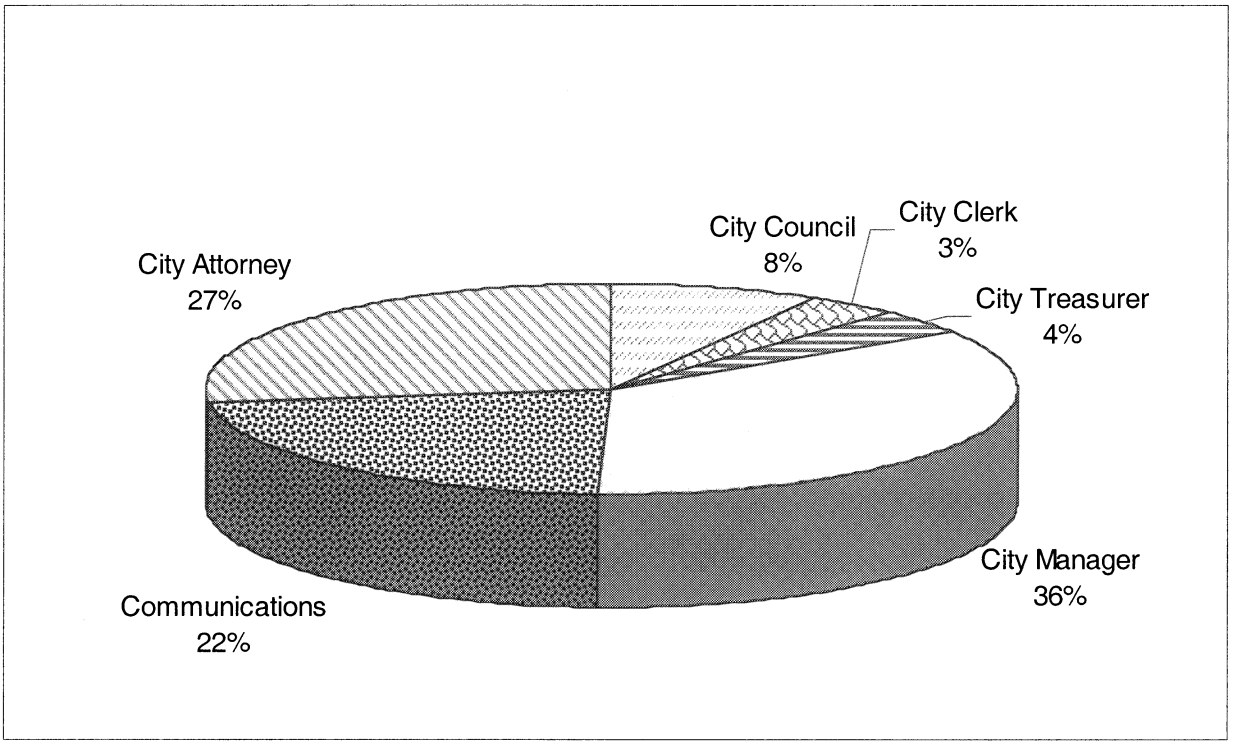
PROGRAM: POLICY AND LEADERSHIP GROUP
FUND: VARIOUS
PROGRAM GROUP: VARIOUS

SUMMARY

	2004-05 ACTUAL	2005-06 ACTUAL	2006-07 BUDGET	2007-08 BUDGET
PERSONNEL	2,422,055	2,670,069	2,908,650	3,289,850
MAINTENANCE & OPERATIONS	1,120,130	1,299,351	1,410,704	1,386,437
CAPITAL OUTLAY	9,187	45,109	29,422	10,000
GOAL	0	0	105,000	
GRAND TOTAL	3,551,373	4,014,531	4,453,776	4,686,287
FULL TIME POSITIONS	**17.50**	**17.50**	**19.50**	**19.50**
HOURLY/FTE POSITIONS	**0.00**	**0.00**	**0.00**	**0.00**



PROGRAM: CITY COUNCIL
FUND: GENERAL
PROGRAM GROUP: CITY COUNCIL

ACCT NO. 0010110

	2004-05 ACTUAL	2005-06 ACTUAL	2006-07 BUDGET	2007-08 BUDGET
PERSONNEL	248,581	263,440	280,230	293,954
MAINTENANCE & OPERATIONS	70,393	73,252	87,160	98,190
CAPITAL OUTLAY	0	0	0	0
GRAND TOTAL	318,974	336,692	367,390	392,144
FULL TIME POSITIONS	**1.00**	**1.00**	**1.00**	**1.00**
HOURLY/FTE POSITIONS	**0.00**	**0.00**	**0.00**	**0.00**

PROGRAM GROUP DESCRIPTION:

As the legislative body of the City, the City Council establishes the policies and regulatory ordinances under which the City operates. The City Council has defined goals and objectives to guide the allocation of City resources to meet the needs of the community through the policy development process.

PROGRAM ACTIVITIES:

Meeting Attendance

- Prepare for and attend City Council meetings, as well as various regional committee and community meetings. Respond to the needs and requests of the residents of Carlsbad through personal contact and correspondence.

KEY GOALS FOR 2007-2008:

Top-Quality Services

- A city that provides exceptional services on a daily basis.

Transportation/Circulation

- Provide and support a safe and efficient transportation system that moves people, services, and goods throughout Carlsbad.

Balanced Community Development

- A city that connects community, place, and spirit, through balanced and economically sustainable land uses.

Parks/Open Space/Trails

- Acquire, develop, and maintain a broad range of open space and recreational facilities that actively address citizen needs which are fiscally responsible, and are consistent with the General Plan and Growth Management Standards.

Water

- Ensure, in the most cost-effective manner, water quality and reliability to the maximum extent practical, to deliver high quality potable and reclaimed water incorporating drought-resistant community principles.

Environmental Management

- Be an environmentally sensitive community by focusing on: conservation, storm water, sewage collection and treatment, solid waste, and cost-effective and efficient use of energy, including alternative energy sources.

Financial Health

- Pursue and implement proactive strategies that support sustainable economic health and manage fiscal resources effectively.

Communication

- Ensure that community members, Council, and staff are well informed, continuing to be a more responsive government, and a high level of citizen confidence in its government.

KEY GOALS FOR 2007-08 (continued):

Learning, Culture & Arts

- Promote and support continuous learning, cultural opportunities and the arts within the community and the City organization.

Citizen Connection

- A city that embraces community connectivity through the effective use of technological and interpersonal mediums.

SIGNIFICANT CHANGES:

- None

PROGRAM: CITY CLERK
FUND: GENERAL
PROGRAM GROUP: CITY CLERK

ACCT NO. 0010210

	2004-05 ACTUAL	2005-06 ACTUAL	2006-07 BUDGET	2007-08 BUDGET
PERSONNEL	13,692	14,459	13,879	15,869
MAINTENANCE & OPERATIONS	114,609	128,936	239,300	147,800
CAPITAL OUTLAY	1,503	0	0	0
GRAND TOTAL	129,805	143,395	253,179	163,669
FULL TIME POSITIONS	**0.00**	**0.00**	**0.00**	**0.00**
HOURLY/FTE POSITIONS	**0.00**	**0.00**	**0.00**	**0.00**

PROGRAM GROUP DESCRIPTION:

The City Clerk is the City's Elections Official, Legislative Administrator, and Records Manager. As **Elections Official**, the City Clerk administers State and local procedures through which local government representatives are selected. The Clerk assists candidates in meeting their legal responsibilities before, during, and after an election.

As a **Legislative Administrator**, the City Clerk assists in the decision-making process of the local legislature. The Clerk prepares the legislative agenda, verifies that legal notices have been posted and published, and completes necessary arrangements so that the City Council may conduct an effective meeting.

As **Records Manager**, the City Clerk oversees the preservation and protection of the public record. By statute, the Clerk is required to maintain and index the Minutes, Ordinances, and Resolutions adopted by the legislative body. The Clerk also ensures that records are readily available for the public.

The City Clerk is an elected position.

KEY ACHIEVEMENTS FOR 2006-07:

Continued Customer Service Efforts:

- Posted weekly agenda items and public notices on website for enhanced public access.
- Provided agendas, agenda bills, minutes, resolutions, and ordinances to the public via the Internet DocPub system to allow citizen access to historic information instantaneously.
- Responded to Clerk Internet mailbox inquiries immediately throughout the day.
- Continued to provide Passport Acceptance services.
- Completed analysis and recommendations regarding Statements of Economic Interest filing automation.
- Provided enhanced recording of Council Meetings by implementing Granicus video streaming and minutes maker software.
- Conducted the November 2006 general municipal election, that included one ballot measure, one initiative, and five vacant offices.

KEY GOALS FOR 2007-08:

- Continued compliance with mandates of Federal, State, and Local laws.
- Continued provision of Passport acceptance Service.
- Implementation of the Statements of Economic Interest filing automation.
- Completion of analysis and recommendations for improving the Agenda Bill process through automation.
- Creation of standardized guidelines and policies for use by staff liaisons to city boards, commission, and committees.

SIGNIFICANT CHANGES:

- None

PROGRAM: CITY TREASURER
FUND: GENERAL
PROGRAM GROUP: CITY TREASURER

ACCT NO. 0010310

	2004-05 ACTUAL	2005-06 ACTUAL	2006-07 BUDGET	2007-08 BUDGET
PERSONNEL	92,598	98,999	99,531	104,062
MAINTENANCE & OPERATIONS	66,840	62,240	83,969	88,613
CAPITAL OUTLAY	0	0	0	0
GRAND TOTAL	159,439	161,240	183,500	192,675
FULL TIME POSITIONS	**0.75**	**0.75**	**0.75**	**0.75**
HOURLY/FTE POSITIONS	**0.00**	**0.00**	**0.00**	**0.00**

MISSION STATEMENT:

The Office of the City Treasurer has the mission of providing professional cash management for the City of Carlsbad and all of its agencies including, among others, the Carlsbad Municipal Water District and the Carlsbad Redevelopment Agency.

PROGRAM ACTIVITIES:

Cash Management

- Develop projections of cash receipts and cash expenditures from various City and external sources.
- Maintain records of cash receipts and cash disbursements into the Treasury.
- Retrieve daily on-line bank statements and return check listing, verify receipt of anticipated deposits, ensure that all checks paid by the bank were valid City checks.
- Transfer cash daily into or out of the general checking account to ensure that appropriate balances are maintained for the anticipated activity of the next day.
- Execute all electronic wires of funds, ensuring that all are signed by authorized personnel and are supported by proper documentation.
- Develop contracts for cost-effective banking, both retail and custody services.
- Arrange for lines of credit and short-term loans as needed.
- Develop, maintain, and ensure compliance with all Treasury internal controls.

Investment Management

- Develop and maintain the City's Investment Policy and present annually, or as necessary, to the City Council for approval. Incorporate in the Investment Policy any changes in the City's financial requirements that affect investments. Ensure compliance with the California Government Code.
- Develop and maintain a pool of investments for the City and its agencies.
- Research daily the financial markets and the financial forecasts.
- Determine daily the type of investments that should be made, considering the current cash position and financial markets. Determine the dollar amount of the investment and the desired maturity date.
- Solicit telephone bids from approved financial institutions/brokers for available investments.
- Evaluate investment alternatives and effect investment purchases. Prepare trade authorizations and arrange for payment, delivery, and safekeeping of all purchases. Verify receipt and correctness of investments made.
- Maintain record for all investments and investment income.
- Reconcile the custodian's monthly report of investments held with Treasury records.
- Arrange for collateral contracts as required.

PROGRAM ACTIVITIES (continued):

Reporting and Oversight

- Develop and present to the City Council monthly reports of investment activities.
- In a timely manner, disclose to the City Council any information that could potentially threaten the safety and liquidity of the investment pool.
- Develop and present to the City Council annual reports summarizing and analyzing the financial markets and the portfolio performance for the past fiscal year. Compare the past fiscal year with the four preceding fiscal years to provide perspective.
- Develop investment data for the City's Comprehensive Annual Financial Report.
- Develop investment data for the City's annual financial audit conducted by an independent auditor.
- Develop agenda, convene, conduct, and record proceedings of the Investment Review Committee each quarter, or more frequently as needed.

WORKLOAD STATISTICS:

	FY2003	FY2004	FY2005	FY2006	(Est.) FY2007
• Portfolio Balance (millions of $)	431	472	512	511	510
• Number of Investments in Portfolio	1,298	1,244	1,447	1,538	1550
• Investment Activity					
-Transactions	286	230	224	195	165
-Average Buy (millions)	$3.51	$3.68	$3.73	$3.41	$4.2
• Number of Checks Cleared	14,925	14,762	15,180	14,982	14,686

KEY GOALS FOR 2007-08:

Financial Health

- Anticipate and meet the changing investment needs of the City in order to optimize investment returns, consistent with maintaining safety of principal, and ensuring sufficient liquidity.

Learning, Culture & Arts

- Offer speaking engagements on City cash management and investments.
- Further develop the Treasury page of the City's web site, informing the community of the mission of the Office of the Treasury, the City's Investment Policy, and investment activities. Use the web site as a forum to receive and respond to community comments and questions.

SIGNIFICANT CHANGES:

- None

PROGRAM: CITY MANAGER
FUND: GENERAL
PROGRAM GROUP: CITY MANAGER

ACCT NO. 0011010

	2004-05 ACTUAL	2005-06 ACTUAL	2006-07 BUDGET	2007-08 BUDGET
PERSONNEL	804,996	963,463	989,531	1,254,345
MAINTENANCE & OPERATIONS	325,008	317,624	348,420	371,004
CAPITAL OUTLAY	4,001	0	0	0
GRAND TOTAL	1,134,006	1,281,088	1,337,951	1,625,349
FULL TIME POSITIONS	**6.00**	**6.00**	**7.00**	**7.00**
HOURLY/FTE POSITIONS	**0.00**	**0.00**	**0.00**	**0.00**

PROGRAM GROUP DESCRIPTION:

The City Manager's Office supports the operational function of the City. In addition to the operational support, the City Manager assists city departments toward achievement of the organization's goals that support the City Council's strategic goals. The City Manager strives to provide top quality service to all residents in the Carlsbad community.

PROGRAM ACTIVITIES:

Financial
- Promote sound financial practices and a balanced revenue expenditure basis.

Administration
- Provide timely and reasonable responses to citizens and customers.

Policy Development
- Assist the City Council in policy development.

PERFORMANCE MEASURES:

The City Manager's Office is generally measured by the overall success of the organization in accomplishing the organizational goals of the City.

KEY GOALS FOR 2007-2008:

Top-Quality Services
- A city that provides exceptional services on a daily basis.

Transportation/Circulation
- Provide and support a safe and efficient transportation system that moves people, services, and goods throughout Carlsbad.

Balanced Community Development
- A city that connects community, place, and spirit, through balanced and economically sustainable land uses.

Parks/Open Space/Trails
- Acquire, develop, and maintain a broad range of open space and recreational facilities that actively address citizen needs which are fiscally responsible, and are consistent with the General Plan and Growth Management Standards.

Water
- Ensure, in the most cost-effective manner, water quality and reliability to the maximum extent practical, to deliver high quality potable and reclaimed water incorporating drought-resistant community principles.

KEY GOALS FOR 2007-08 (continued):

Environmental Management
- An environmentally sensitive community by focusing on: conservation, storm water, sewage collection and treatment, solid waste, and cost-effective and efficient use of energy, including alternative energy sources.

Financial Health
- Pursue and implement proactive strategies that support sustainable economic health and manage fiscal resources effectively.

Communication
- Ensure that community members; Council, and staff are well informed, continuing to be a more responsive government, and a high level of citizen confidence in its government.

Learning, Culture & Arts
- Promote and support continuous learning, cultural opportunities and the arts within the community and the City organization.

Citizen Connection & Partnership
- A city that embraces community connectivity through the effective use of technological and interpersonal mediums.

SIGNIFICANT CHANGES:

- None

PROGRAM: COMMUNICATION
FUND: GENERAL
PROGRAM GROUP: COMMUNICATION/VOLUNTEERS **ACCT NO. 0011012/0011013**

	2004-05 ACTUAL	2005-06 ACTUAL	2006-07 BUDGET	2007-08 BUDGET
PERSONNEL	306,765	338,668	453,657	496,207
MAINTENANCE & OPERATIONS	404,703	582,184	519,645	542,010
CAPITAL OUTLAY	3,149	44,362	29,422	10,000
GOAL	0	0	105,000	-
GRAND TOTAL	714,618	965,215	1,107,724	1,048,217
FULL TIME POSITIONS	**2.75**	**2.75**	**3.75**	**3.75**
HOURLY/FTE POSITIONS	**0.00**	**0.00**	**0.00**	**0.00**

PROGRAM GROUP DESCRIPTION:

The Communications Program is responsible for helping coordinate the dissemination of information regarding various City programs; as well as, a Video Production Manager that produces 4 video magazines, including the State of the City Address. In addition to a Communications Manager, this program includes a Communications Coordinator, who assists the Communications Manager with Communications-related activities, and Community Volunteer Coordinator, who empowers citizens to connect with volunteer opportunities.

PROGRAM ACTIVITIES:

Customer Service

- Provide the citizens and customers of Carlsbad with more comprehensive information regarding policies, services and opportunities available throughout the City.

KEY GOALS FOR 2007-08:

Top-Quality Services

- Provide the citizens and customers with information regarding City programs and opportunities.
- Continuously update citizens and customers on the progress of City programs and policies.
- Provide training to staff on communications issues.

Communication

- Create a comprehensive strategy to citywide communications. Assist in implementing the City Council's Communication Strategic Goal.

KEY ACHIEVEMENTS FOR FY 2006-07:

The Communications Department has implemented its live Webstreaming service to broadcast City Council meetings and Planning Department Meetings. The Communications Department will also coordinate programming with the Library and other City departments in summer 2007.

In addition, a content management system was developed and is running on the City's intranet site. The new content management system allows departments immediate access to updating content.

SIGNIFICANT CHANGES:

- None

PROGRAM: CITY ATTORNEY
FUND: GENERAL
PROGRAM GROUP: CITY ATTORNEY

ACCT NO. 0011210

	2004-05 ACTUAL	2005-06 ACTUAL	2006-07 BUDGET	2007-08 BUDGET
PERSONNEL	955,423	991,038	1,071,822	1,125,413
MAINTENANCE & OPERATIONS	138,576	135,113	132,210	138,820
CAPITAL OUTLAY	533	746	0	0
GRAND TOTAL	1,094,532	1,126,898	1,204,032	1,264,233
FULL TIME POSITIONS	**7.00**	**7.00**	**7.00**	**7.00**
HOURLY/FTE POSITIONS	**0.00**	**0.00**	**0.00**	**0.00**

PROGRAM GROUP DESCRIPTION:

Provide legal advice, assistance, and guidance in accomplishing and implementing the City Council's goals to be:

- A City that connects community, place and spirit, through balanced and economically sustainable lands uses.
- A City that embraces community connectivity through the effective use of technological and interpersonal mediums.
- An environmentally sensitive community by focusing on conservation, storm water, sewage collection and treatment, solid waste, and cost effective and efficient use of energy including alternative energy sources.
- A City that provides exceptional services on a daily basis.
- Ensure that community members; council and staff are well informed, continuing to be a more responsive government and a high level of citizen confidence in its government.
- Pursue and implement proactive strategies that support sustainable economic health and manage fiscal resources effectively.
- Promote and support continuous learning, cultural opportunities and the arts within the community and the City organization.
- Acquire, develop and maintain a broad range of open space and recreational facilities that actively address citizen needs which are fiscally responsible, and are consistent with the General Plan and Growth Management Standards.
- Provide and support a safe and efficient transportation system that moves people, services and goods throughout Carlsbad.
- Ensure in the most cost-effective manner, water quality and reliability to the maximum extent practical, to deliver high quality potable and reclaimed water incorporating drought-resistant community principles.

PROGRAM ACTIVITIES:

The City Attorney's Office provides legal advice and representation to the City Council, Housing and Redevelopment Commission, Carlsbad Municipal Water District, City Clerk, City Treasurer, City Manager, Boards and Commissions, and other City offices in order to provide services to the public as required or permitted by law. The City Attorney is also responsible for assisting in the interpretation, administration, and enforcement of laws and regulations and City programs.

This office drafts and reviews all resolutions, ordinances, contracts, bonds, election petitions, and other legal documents. The office is responsible for all litigation on behalf of or against the City, Carlsbad Municipal Water District, Redevelopment Commission, or other City entities.

KEY GOALS FOR 2007-08:

To provide quality and timely legal advice to all elected and appointed City officials and all major service areas, assisting them in making sound legal decisions to carry out the goals of the City Council.

SIGNIFICANT CHANGES:

The City Attorney is now General Counsel to the Carlsbad Tourism Business Improvement District.