

Community & Legislative Services



Department Description

Community and Legislative Services

The Community and Legislative Services Department includes the offices of Policy, Communications and Press, Community Outreach, Council Affairs, Appointments to Boards & Commissions, Special Projects, CityTV, Economic Growth Services, Intergovernmental Relations, and Protocol.

The Policy Office assists the Mayor in formulating and carrying out public policy decisions within the City. In doing so, the Office interacts with the City Council, Independent Budget Analyst (IBA), City Attorney, and other public stakeholders. The Office implements the Mayor's policy priorities for the benefit of the City and its residents. The Office includes the Intergovernmental Relations Department and Bi-National Affairs described below.

The Communications and Press Office maintains open and transparent communication between the City, its residents, and the media on behalf of the Mayor. The Office proactively provides information regarding the Mayor's policies and initiatives, department operations, and other City information, along with responding to media requests regarding City government. The Office maintains the City's website, establishes citywide communication policies, provides oversight of public information efforts, and facilitates internal communication to City employees including managing the City's internal website.

The Community Outreach Office directs the Mayor's community outreach strategy, staff, and operations. This office focuses time and effort on creating, fostering, and strengthening relationships in the community, attending functions on the Mayor's behalf and providing a line of communication between the community and the Mayor.

The Council Affairs Office facilitates the preparation, internal review, and docketing of Requests for Council Action on behalf of City staff. Primary activities include staff training, document management and review, and agenda planning and coordination with the Office of the Council President and the City Clerk. Council Affairs also serves as the liaison to the City Council and the IBA to answer questions, respond to requests, and resolve issues associated with actions proposed for City Council consideration or items under the purview of the Mayor.

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The Appointments to Boards and Commissions Office is responsible for directing and facilitating appointments to City boards and commissions and related policy initiatives. This office assists the Mayor by managing the identification, recruitment, vetting, nomination, and confirmation of applicants for public appointment. The Office manages appointee relations, the establishment of new committees or boards, special projects, and any required procedural, Municipal Code, City Charter, and by law modifications.

The Special Projects Office is responsible for assisting and advising in the framing of policy matters including budget policy, capital projects, economic development, water conservation and reliability, and other issues that require the integration of operations policy and public outreach. The Office works with staff across the City to develop solutions to assist in accomplishing operational goals and implementing policy decisions.

CityTV is the City government's cable access television network. CityTV provides live televised coverage of City Council proceedings and other public meetings. CityTV also covers City news conferences and produces a variety of unique original programming including public service announcements, community forums, and special event coverage.

Economic Growth Services assists in economic development and job growth. The Mayor is focused on job development and increased tax revenue (complete information is included below).

Intergovernmental Relations, including Bi-National Affairs, secures passage of federal and State funding, and legislative measures that enhance the City's capacity to provide essential community services; and supports measures that broaden or protect the City's legal authority in land use planning, taxation, and employee policies. Intergovernmental Relations also opposes measures that decrease the City's legal authority to provide essential services or reduce revenue sources required to maintain services or mandate additional costs on the City without providing reimbursement. Intergovernmental Relations assists City officials in negotiations with other governmental entities and helps identify and pursue grant funds to assist programs conducted by the City.

The Office of Protocol manages visits to the Mayor by high-level dignitaries, diplomats, government officials, and celebrities. The Office also manages consular relations and military/protocol relations, oversees protocol responsibilities at the State of the City address, and serves as liaison to the International Affairs Board, Sister Cities, and other local cultural groups and organizations. Protocol staff serves as the Mayor's liaison to the international community and represents the Mayor at special cultural and international engagements and meetings throughout the City. The Office also coordinates and processes Mayoral proclamation and letter requests on behalf of the City.

Economic Growth Services

This office assists the Mayor and the City in implementing economic development initiatives in order to create and retain jobs and taxable investment in the City of San Diego. Economic Growth Services consists of two focused work units: the Business Expansion, Attraction, and Retention (BEAR) Team and the Government Incentives (GI) Team. These two teams work directly with businesses, business organizations, and City departments to create a business-friendly environment that ensures a stable economy. Economic growth, energy independence, revenue enhancement, and community revitalization are accomplished by attracting new companies, retaining and/or expanding existing companies, making San Diego competitive in emerging markets, and revitalizing older business communities.

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The Department's mission is:

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To support the City's mission by providing leadership in policy formulation; supporting transparent communication; coordinating with other elected officials, local leaders, and foreign dignitaries; and maintaining relationships with the communities of San Diego

Economic Growth Services

To create and retain jobs and taxable investment in the City of San Diego

Service Efforts and Accomplishments

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The Policy Office works to promote and solve environmental, social, and financial issues facing the City. The major accomplishments for the Policy Office during Fiscal Year 2010 included the water bond initiative, the Point Loma waiver, water allocations, development of a solar pilot program, Destination Lindbergh, facilitation of economic roundtables, economic development, fee adjustments for cost recovery, completion of the Convention Center Task Force, support of progress on a new main Library and Civic Center, and deferral of impact fees to stimulate the economy.

The Communications and Press Office conducted press conferences, issued press releases, sent e-mail blasts, utilized social media and responded to requests for information to maintain open and transparent dialogue between the City, its residents, and the media. The Communications and Press Office also processed several dozen Public Record Act requests from news agencies. In addition, the Office launched a new City website and facilitated communication with City employees on behalf of City departments and the Mayor utilizing the City's internal website, e-mail blasts, meetings, and written communications.

The Community Outreach Office has met extensively with residents at a number of dialogues, community forums, and other community events. This office has also created a diverse set of opportunities for the Mayor to engage the public including a series of town hall meetings, public speaking appearances, and in-office appointments.

The Council Affairs Office and the Office of the City Clerk have worked with staff to implement an electronic docketing and agenda management system. Annually, approximately 1,000 items are prepared and placed before the City Council for action using this citywide process.

The Appointments to Boards and Commissions Office has worked to streamline the appointment process and fill open seats on boards and commissions. The Office has made a number of appointments/re-appointments in the last fiscal year.

The Special Projects Office supported development of the Fiscal Year 2010 budget and the mid-year budget amendments, and managed several of the resulting outcomes. The Office worked on developing strategic approaches to pension reform, economic development, capital improvement projects, budget reductions, corporate partnerships, managed competition, and resolving the City's structural deficit.

The CityTV Office covered public meetings for live television as well as news conferences for the Mayor and other officials.

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In 2009, Intergovernmental Relations Division (IRD) saw four bills passed by the state including SB167 which would allow money collected for tire waste to be used on projects in Mexico, SB572 which recognized Harvey Milk Day and AB599 which relieves California crime laboratories from double proficiency testing, outdated employee requirements, and lengthy approvals for laboratory use. IRD was also able to secure the passage and Governor's signature for the Children's Pool Seal Legislation. Additionally, IRD actively and successfully lobbied, along with our regional partners, for the Bay-Delta bill package (SBX7-1) which provides an opportunity to overcome longstanding disagreements over the operation of the State's water system and restore water reliability in the Delta through construction of an alternative conveyance system. Finally, IRD partnered with the California League of Cities and the Big 10 Cities to fight off a potential state raid of local funds.

At the federal level, a tremendous amount of effort went into securing stimulus dollars for the City and the region in 2009. The City of San Diego can expect to see at least \$360.0 million in stimulus funding including \$49.0 million directly to the City and \$149.0 million to partner organizations including SANDAG, Workforce Partnership and the Metropolitan Transit System. These funds are in addition to the City's lobbying team successfully advocating for the \$185.0 million Federal Courthouse Project. While not American Recovery and Reinvestment Act (ARRA)-driven, freeing up the funding for this project allows it to commence immediately and provide 2,000 construction jobs. IRD was also able to secure additional funding for border projects, brush management, homeland security, transportation, and affordable housing projects, as well as supporting the City in securing a new five year waiver for the Point Loma treatment plant and outfall.

The Office of Protocol managed visits to the Mayor by high-level dignitaries, diplomats, and domestic/international military and government officials. Protocol staff attended board meetings as a City representative of the Japan Society, Sister Cities, International Affairs Board, Consular Corps, San Diego Military Affairs Council, and San Diego World Trade Center.

Economic Growth Services

During the last 12 months, the Mayor's Office of Economic Growth Services (EGS) worked closely with other City departments to facilitate the expansion, attraction, and retention of several major business establishments throughout the City. The Business Expansion, Attraction, & Retention (BEAR) Team and the Government Incentives (GI) Team provided site selection, permit assistance, and tax incentive guidance to over 16 businesses, resulting in over \$180.0 million in new capital investment, construction or improvement of over 600,000 square feet of commercial/industrial space, and the creation or retention of over 1,000 new jobs, as well as assistance to other companies exploring San Diego.

Significant new projects include Advanced Particle Therapy's \$150.0 million California Proton Treatment Center; two defense manufacturing plants for AEM and ATK (all three in Mira Mesa); two distribution centers, one for Restaurant Depot (Barrio Logan) and one for Mor Furniture (Otay Mesa); two R&D facilities, one for biofuel manufacturer Synthetic Genomics and one for Covance Corp (both in University); a data center for Hitachi (Carmel Mountain Ranch); and a solar panel manufacturing facility for Kyocera Solar, Inc. (Kearny Mesa).

Fiscal Year 2010 was a record-breaking year for the Enterprise Zone Program with nearly 7,200 hiring-credit vouchers approved for companies doing business in the entire zone. Since receiving designation of the San Diego Regional Enterprise Zone (SDREZ) program in October 2006, the City of San Diego, as lead agency for the SDREZ, has approved approximately 14,500 hiring credit vouchers have been approved including 2,900 for new jobs. As part of the Enterprise Zone marketing strategy, the GI Team has organized several "Your Business Matters," workshops throughout the year to promote the various local, State and federal business programs in addition to participating in regional business outreach efforts and job recruitment events and fairs. Working with the South County Economic Development Council, EGS organized two very popular workshops targeting accounting and tax professionals bringing expert speakers from the Franchise Tax Board and the Internal Revenue Service.

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Department Summary

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
Positions	37.00	37.19 ¹	0.19
Personnel Expenses	\$ 4,459,408	\$ 4,670,317	\$ 210,909
Non-Personnel Expenses	1,418,617	1,313,222	(105,395)
Total Department Expenses	\$ 5,878,025	\$ 5,983,539	\$ 105,514²
Total Department Revenue	\$ 1,587,244	\$ 1,355,700	\$ (231,544)

- 1.The position additions shown are related to the conversion of hourly and temporary wage expenditures to full-time equivalent positions and do not represent an increase in salaries and wages to the City.
- 2.This department's expenses have increased due to additional Retirement ARC payment expenses.

General Fund

Department Expenditures

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
City TV	\$ 412,212	\$ 429,958	\$ 17,746
Community & Legislative Services	3,091,748	3,408,650	316,902
Economic Growth Services	1,571,268	1,374,127	(197,141)
Intergovernmental Relations	698,125	647,873	(50,252)
Protocol	104,672	122,931	18,259
Total	\$ 5,878,025	\$ 5,983,539	\$ 105,514¹

- 1.This department's expenses have increased due to additional Retirement ARC payment expenses.

Department Personnel

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
City TV	3.00	3.00	0.00
Community & Legislative Services	22.50	21.67	(0.83)
Economic Growth Services	9.00	9.08	0.08
Intergovernmental Relations	2.00	2.00	0.00
Protocol	0.50	1.44	0.94
Total	37.00	37.19¹	0.19

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Significant Budget Adjustments

	FTE	Expenditures	Revenue
Adjustment to Contracts and Equipment Outlay Funding allocated according to a zero-based annual review of contract and equipment outlay requirements.	0.00	\$ 143,074	\$ –
Adjustment to Hourly Personnel Funding Funding allocated according to a zero-based annual review of hourly funding requirements.	2.19 ¹	60,284	–
Position Transfer Transfer of 0.50 FTE Mayor Representative II from the Water Department to the Community & Legislative Services Department to accurately reflect job duties and responsibilities.	0.50	52,495	–

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Significant Budget Adjustments (Cont'd)

	FTE	Expenditures	Revenue
Revised Revenue	0.00	–	(269,344)
Adjustment to reflect Fiscal Year 2011 revenue projections.			
Total	2.69	\$ 255,853	\$ (269,344)

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Expenditures by Category

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
PERSONNEL			
Salaries and Wages	\$ 3,102,094	\$ 2,890,568	\$ (211,526)
Fringe Benefits	1,357,314	1,779,749	422,435
PERSONNEL SUBTOTAL	\$ 4,459,408	\$ 4,670,317	\$ 210,909
NON-PERSONNEL			
Supplies	\$ 69,822	\$ 69,822	\$ –
Contracts	663,035	663,299	264
Information Technology	231,658	131,187	(100,471)
Energy and Utilities	72,771	67,583	(5,188)
Other	376,493	376,493	–
Capital Expenditures	4,838	4,838	–
NON-PERSONNEL SUBTOTAL	\$ 1,418,617	\$ 1,313,222	\$ (105,395)
Total	\$ 5,878,025	\$ 5,983,539	\$ 105,514¹

1. This department's expenses have increased due to additional Retirement ARC payment expenses.

Revenues by Category

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
Charges for Current Services	\$ 1,587,244	\$ 1,355,700	\$ (231,544)
Total	\$ 1,587,244	\$ 1,355,700	\$ (231,544)

Personnel Expenses

Job Number	Job Class	Job Title / Wages	FY2010 Budget	FY2011 Adopted	Salary Range	Total
20000295	1350	Community Development Coordinator	2.00	2.00	\$76,731 - \$92,893	\$ 182,999
20000300	1352	Community Development Specialist 2	3.00	3.00	54,059 - 65,333	191,100
20000303	1354	Community Development Specialist 4	2.00	2.00	66,768 - 80,891	78,464
20001162	2208	Confidential Secretary to the Mayor	1.00	1.00	16,640 - 104,832	75,518
20001167	2213	Council Representative 2B	22.00	0.00	19,323 - 151,840	–
20001118	2153	Deputy Chief Operating Officer	1.00	1.00	59,155 - 224,099	150,010
90000924	1876	Executive Secretary - Hourly	0.00	0.17	43,555 - 52,666	7,404
90001073	2103	Management Intern - Hourly	0.00	2.02	24,274 - 29,203	49,033
20001255	2178	Mayor Representative 2	0.00	21.00	19,323 - 151,840	1,812,936
20000170	1235	Multimedia Production Coordinator	2.00	2.00	48,901 - 59,197	115,434
20001222	2270	Program Manager	2.00	1.00	46,966 - 172,744	77,601
20000895	1857A	Senior Legislative Recorder	0.00	1.00	48,090 - 58,032	52,572

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Personnel Expenses (Cont'd)

Job Number	Job Class	Job Title / Wages	FY2010 Budget	FY2011 Adopted	Salary Range	Total
20000894	1857	Senior Legislative Recorder	1.00	0.00	48,090 - 58,032	-
20000918	1872	Senior Planner	1.00	1.00	65,354 - 79,019	77,043
		Bilingual - Regular				2,912
		Overtime Budgeted				17,542
Salaries and Wages Subtotal			37.00	37.19¹		\$ 2,890,568
		Employee Offset Savings				\$ 76,657
		Flexible Benefits				278,662
		Long-Term Disability				26,179
		Medicare				38,589
		Other Post-Employment Benefits				212,043
		Retiree Medical Trust				230
		Retirement 401 Plan				920
		Retirement ARC				972,813
		Retirement DROP				2,410
		Retirement Offset Contribution				24,825
		Risk Management Administration				32,830
		Supplemental Pension Savings Plan				99,868
		Unemployment Insurance				6,085
		Unused Sick Leave				2,271
		Workers' Compensation				5,367
Fringe Benefits Subtotal						\$ 1,779,749
Total Personnel Expenses						\$ 4,670,317

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Budget by Program

	FY2011 Positions	FY2011 Expenditures	FY2011 Revenue
CityTV	3.00	\$ 412,166	\$ 113,300
Community & Legislative Services	21.67	3,329,406	-
Economic Growth	9.08	1,348,473	965,000
IT Non-Discretionary	0.00	131,187	-
Intergovernmental Relations	2.00	641,447	158,400
Protocol	1.44	120,860	119,000
Total	37.19	\$ 5,983,539	\$ 1,355,700

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