

GENERAL FUND

MAYOR & COUNCIL

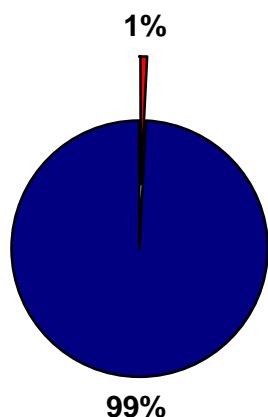
Sharon Shepherd - Mayor

Councillor A. Blangleil
 Councillor G. James
 Councillor A. Reid
 Councillor B. Given

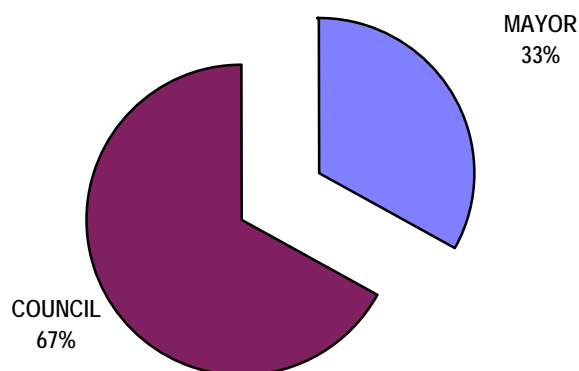
Councillor L. Stack
 Councillor R. Hobson
 Councillor C. Hodge
 Councillor M. Rule

Percent of General Fund Operating

Mayor & Council = \$0.6 Million



Division Summary



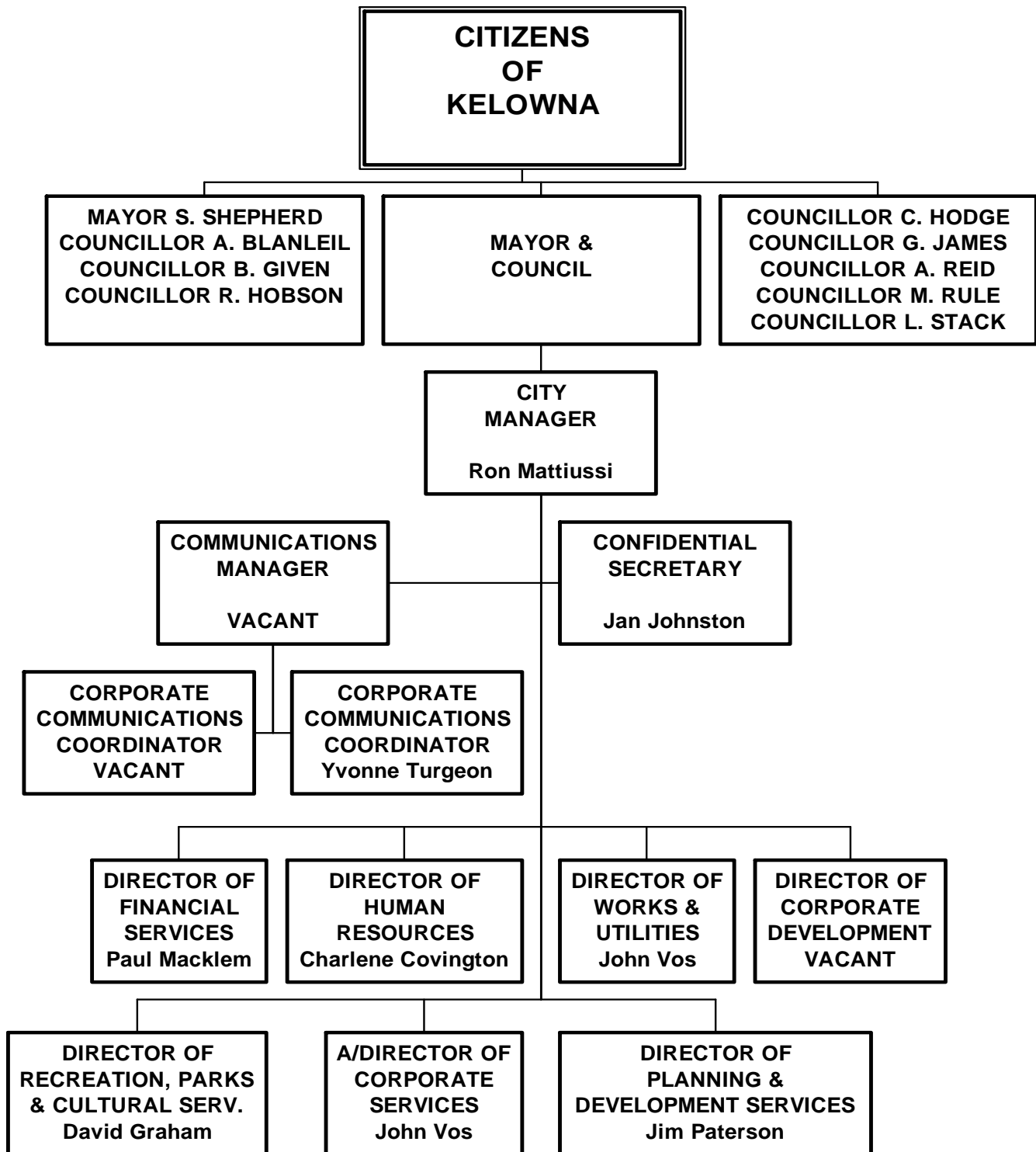
General Fund Operating = \$81.3 Million

Department Overview

	Revised Adopted 2008	Financial Plan 2009	Change from Prior Year	Percent Change
Taxation Expenditures				
Net Operating	607,233	615,129	7,896	1.3%
Capital	0	0	0	0.0%
Total Taxation Expenditure	607,233	615,129	7,896	1.3%
Authorized Positions	10.1	10.1	0.0	0.0%

MAYOR & COUNCIL

ORGANIZATIONAL CHART



MAYOR AND COUNCIL

DEPARTMENT GOALS

To provide leadership in the performance of the statutory functions required, and to establish and maintain a close liaison with Federal, Provincial and local leaders. To represent the City at local functions and to provide access to municipal government for the taxpayer.

To provide good government to the citizens of Kelowna through the development of policies, consideration and passage of bylaws, budget approval and the appointment of statutory officials and regional board representatives.

To act in good faith and make responsible decisions on land use issues and the development of policies.

CURRENT YEAR OBJECTIVES – LINK TO COMMUNITY STRATEGIC PLAN

GOAL 1 - OBJECTIVE 1 Conserve Kelowna's water resources.

1. Continue to work with Okanagan Basin Water Board and local and regional governments on valley-wide water issues.

GOAL 1 - OBJECTIVE 2 Preserve and promote the enhancement of air quality within Kelowna's air shed.

1. Work with regional and other levels of governments on strategies to promote improvements to air quality across the Central Okanagan.

GOAL 1 - OBJECTIVE 3 Manage human impacts on our natural environment, including Okanagan Lake and the surrounding hillsides.

1. Support the updating of the Official Community Plan to 2030.

GOAL 2 - OBJECTIVE 1 Aid in the growth and progress of Kelowna as a desirable place to do business.

1. Continued co-operation and joint initiatives with the Kelowna Chamber of Commerce, the Downtown Kelowna Association, the Uptown Rutland Business Association and the Economic Development Commission.
2. Maintain reasonable levels of taxation.
3. Streamline business licences and support the Mobile Business Licence Program

GOAL 2 - OBJECTIVE 2 Aid in the growth and progress of Kelowna as a desirable place to visit, shop and tour.

1. Provide on-going grants to Tourism Kelowna.
2. Support for Cultural Services initiatives.
3. Support expansion of the Kelowna International Airport
4. Support the Marine Facilities Plan.

GOAL 2 - OBJECTIVE 4 Commit to continued sound fiscal management.

1. Make sound fiscal decisions that balance the needs, wants and resources of a growing community.

GOAL 3 - OBJECTIVE 1 Promote health and wellness initiatives.

1. Continued endorsement of KickStart Kelowna and active community programs.

GOAL 3 - OBJECTIVE 2 Ensure the availability of fiscal and human resources to provide quality services.

1. Work with City Management to ensure the City is competitive in the labour market.
2. Seek financial assistance (grants etc.) from other levels of government when appropriate.

GOAL 3 - OBJECTIVE 3 Reduce traffic congestion on city streets, Highway 97 and Okanagan Lake bridge.

1. Continue to work with BC Transit to develop new transit routes and express bus service.
2. Development of more bike lanes, sidewalks and pedestrian connections.
3. Support improvements for Highways 33 and 97.
4. Work with provincial government on planning for second crossing of Okanagan Lake.

GOAL 3 - OBJECTIVE 4 Realize construction of housing forms and prices that meet the needs of Kelowna residents.

1. Continue to seek partnerships for affordable housing.
2. Continue to encourage affordable housing by providing developer incentives.
3. Develop policy that will encourage affordable housing.

GOAL 3 - OBJECTIVE 6 Provide infrastructure (utilities, transportation, parks, facilities) that keeps pace with population growth and evolving opportunities.

1. Ensure sound fiscal decisions result in sufficient reserves for infrastructure development.
2. Pursue infrastructure grants with federal and provincial governments.

GOAL 3 - OBJECTIVE 8 Provide meaningful opportunities for a broader range of input from residents and agencies on major directions taken by the City.

1. Evaluate the roles of Council Committees and how best to receive recommendation to Council.
2. Continue to encourage public input and ensure input is sought early enough to be effectively utilized in decision making.



MAYOR & COUNCIL

Department ID Section Descriptions

ADMINISTRATION

To seek input from the public, experts and City staff to make the best overall decisions on behalf of the citizens of Kelowna.

PERFORMANCE MEASURES

<i>PROGRAM INPUT MEASURES</i>	<i>Actual 2007</i>	<i>Revised Adopted 2008</i>	<i>Financial Plan 2009</i>
011 MAYOR	187,590	199,955	202,851
015 COUNCIL	328,367	407,278	412,278
<i>Total Net Operating Expenditures</i>	515,957	607,233	615,129

MAYOR & COUNCIL

PERFORMANCE MEASURES

	Actual 2007	Estimated 2008	Proposed 2009
PROGRAM OUTPUTS			
Council Meetings	136	130	130
Public Hearings	25	25	25
Staff Reports	620	670	670
PROGRAM OUTCOMES			
Property tax as a % of total revenue. (Based on property tax and parcel tax / all revenues from the Financial Plan Bylaw)	26.5%	21.1%	24.0%
Property taxes as a % of total operating budget (Percentage of total general fund gross operating budget)	64.4%	63.6%	65.0%
EFFICIENCY MEASURES			
CUSTOMER SATISFACTION			
Influence on citizen's quality of Life	N/A	72%*	74%
The City is responsive to the needs of the community*	N/A	31%*	33%
Overall satisfaction with City services*	N/A	38%*	40%
Value for Tax Dollars*	N/A	28%*	30%
Public Safety	N/A	55%*	57%
Road maintenance	N/A	46%*	48%
Parks maintenance	N/A	71%*	73%
Bylaw enforcement	N/A	40%*	42%
Firefighting	N/A	80%*	82%
Police services	N/A	54%*	56%
INNOVATION AND LEARNING			

* Survey benchmarks changed in 2008 to report satisfaction on a five point scale, these measures report the top two boxes.

MAYOR & COUNCIL SUMMARY

REVENUES / EXPENDITURES BY CATEGORY

	ACTUAL 2007	REVISED ADOPTED 2008	FINANCIAL PLAN 2009
<u>REVENUE</u>			
FEES AND CHARGES	(4,000)	(5,000)	(5,000)
OTHER REVENUE			
TRANSFERS FROM FUNDS			
Special (Stat Reserve) Funds			
Development Cost Charge Funds			
Accumulated Surplus			
TOTAL REVENUE	(4,000)	(5,000)	(5,000)
<u>EXPENDITURES</u>			
SALARIES & WAGES	395,416	406,883	407,997
INTERNAL EQUIPMENT	5,920	5,920	6,142
MATERIAL & OTHER	93,432	174,430	175,990
CONTRACT SERVICES	25,189	25,000	30,000
DEBT			
INTERNAL ALLOCATIONS			
TRANSFERS TO FUNDS			
Special (Stat Reserve) Funds			
Development Cost Charge Funds			
Accumulated Surplus			
TOTAL EXPENDITURES	519,957	612,233	620,129
NET OPERATING EXPENDITURES	515,957	607,233	615,129
CAPITAL EXPENDITURES			
FROM TAX DEMAND			
OTHER FUNDING SOURCES			
GROSS CAPITAL EXPENDITURES			
NET OPERATING & CAPITAL EXP.	515,957	607,233	615,129

AUTHORIZED F.T.E. POSITIONS

	BUDGETED FTE'S 2007	ACTUAL 2007	REVISED ADOPTED 2008	FINANCIAL PLAN 2009
<i>Salaried</i>	10.1	10.0	10.1	10.1
<i>Hourly</i>				
<i>Contract</i>				

MAYOR & COUNCIL

Description of Program Changes	2009 Gross Cost Change	2009 Net Impact	2009 FTE
1) Leased Vehicle Costs	\$282	\$282	
2) Salary Adjustments	\$1,114	\$1,114	
3) Departmental Adjustments	\$1,500	\$1,500	
4) 2009 Supplementals	\$5,000	\$5,000	
Total Changes for 2009	\$7,896	\$7,896	0.0
Unfunded 2009 Requests			
1) 2009 Supplementals			
Total Unfunded Requests for 2009	\$0	\$0	0.0

**2009 SUPPLEMENTAL REQUEST SUMMARY
PROVISIONAL BUDGET
BY DEPARTMENT**

<u>ACCOUNT NUMBER</u>	<u>DESCRIPTION</u>	<u>GROSS AMOUNT</u>	<u>REVENUE</u>	<u>FUNDING SOURCE</u>	<u>NET AMOUNT</u>	<u>ONE-TIME ONGOING</u>
<u>MAYOR & COUNCIL</u>						
252-10-015-0-78119	YOUTH FORUMS	5,000			5,000	ON-GOING
DEPARTMENT TOTALS		<u>5,000</u>	<u>0</u>		<u>5,000</u>	



CITY OF KELOWNA
2009 SUPPLEMENTAL REQUEST DETAILS

DEPARTMENT: COUNCIL
DEPT. ID: ADMINISTRATION

DESCRIPTION:	NEW or EXPANDED Program?	EXPANDED
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YOUTH FORUMS

JUSTIFICATION:

In January of 2006, City Council approved the Terms of Reference for the Youth Advisory Committee and appointed the Mayor and a Councillor to this Committee, which subsequently was amended to include a School Trustee. Although City staff provide assistance for the administrative components, the majority of the planning, preparation and delivery of the Youth Forum is done by a consulting firm with specialized expertise in this field.

This supplemental is reflective of the actual work performed, and the number of hours required to adequately perform all the necessary work.

Current base budget is \$25,000, with \$5,000 from community contributions for a net cost of \$20,000.

STRATEGIC PLAN OBJECTIVE:

Goal 3, Objective 6 - Provide infrastructure (utilities, transportation, parks, facilities) that keeps pace with population growth and evolving opportunities.

CONSEQUENCES OF NOT FUNDING:

Ability to conduct forums will be limited.

Acct-Fund-Dept-Prog-Class	DESCRIPTION	2009 AMOUNT	2010 AMOUNT	2011 AMOUNT
252-10-015-0-78119	Contract Services	5,000	5,000	5,000
TOTAL COST ADDITION		5,000	5,000	5,000

FUTURE BUDGET IMPACT	ON-GOING	X	
	ONE-TIME		
SPECIAL REMARKS	PRIORITY: 1		



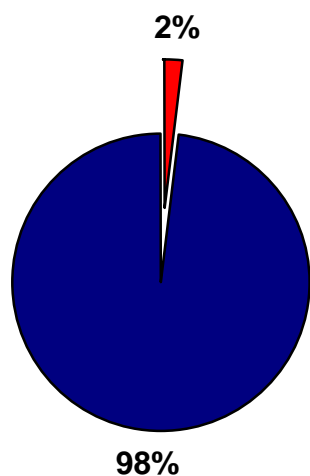
GENERAL FUND

CITY MANAGEMENT

Ron Mattiussi - City Manager

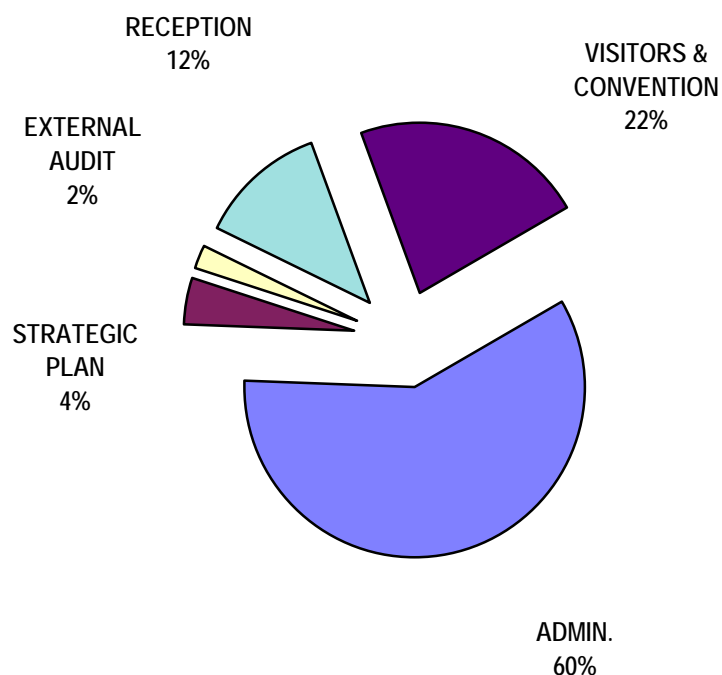
Percent of General Fund Operating

City Management = \$1.5 Million



General Fund Operating = \$81.3 Million

Division Summary



Department Overview

	Revised Adopted 2008	Financial Plan 2009	Change from Prior Year	Percent Change
Taxation Expenditures				
Net Operating	1,649,813	1,562,189	(87,624)	-5.3%
Capital	0	0	0	0.0%
Total Taxation Expenditure	1,649,813	1,562,189	(87,624)	-5.3%
Authorized Positions	9.2	8.9	(0.3)	-3.3%

CITY MANAGEMENT

DEPARTMENT GOALS

The City Manager's Office provides leadership and coordination to assist all departments in meeting their various responsibilities to build a healthy, safe and vibrant community. In addition, City Management ensures that all departments utilize effective and efficient management principles and that each division strives for optimum performance.

To provide advice and guidance to Council and City staff to assist them in the decision-making process as they strive to make the best overall decisions on behalf of the citizens of Kelowna. To provide vision in the area of long term growth management and corporate efficiency.

CURRENT YEAR OBJECTIVES – LINK TO COMMUNITY STRATEGIC PLAN

GOAL 1 – OBJECTIVE 1 Conserve Kelowna's water resources.

1. Work with other valley communities on conservation strategies.
2. Work with Environment Division, Parks Division and Water and Drainage Division staff.
3. Support Watersmart communications and raise awareness of new landscape and irrigation guidelines.

GOAL 1 - OBJECTIVE 2 Preserve and promote the enhancement of air quality within Kelowna's air shed.

1. Work with other Central Okanagan communities on joint initiatives such as reducing reliance on automobiles, limiting open burning.

GOAL 1 - OBJECTIVE 3 Manage human impacts on our natural environment, including Okanagan Lake and the surrounding hillsides.

1. Support Official Community Plan review.
2. Continue initiatives recommended by the Sustainability Working Group.

GOAL 2 – OBJECTIVE 1 Aid in the growth and progress of Kelowna as a desirable place to do business.

1. Empower employees to encourage process efficiencies.
2. Work with the Chamber of Commerce, the Downtown Kelowna Association, the Uptown Rutland Business Association and the Economic Development Commission to foster shared goals.

GOAL 2 - OBJECTIVE 2 Aid in the growth and progress of Kelowna as a desirable place to visit, shop and tour.

1. Work with Tourism Kelowna.
2. Work with other staff (ex. Cultural Services, Parks and Sport Kelowna) to support and promote their activities.
3. Work with community partners to improve the quality of life for all residents.

GOAL 2 - OBJECTIVE 3 Increase the diversity of employment opportunities.

1. Work with the Economic Development Commission to foster business.

GOAL 2 – OBJECTIVE 4 Commit to continued sound fiscal management.

1. Ensure all departments follow effective and efficient management principles.
2. Foster a working environment that encourages innovation and optimum performance.

GOAL 3 - OBJECTIVE 1 Promote health and wellness initiatives.

1. Support Employee Wellness program.
2. Support Employee safety awareness efforts.

GOAL 3 - OBJECTIVE 2 Ensure the availability of fiscal and human resources to provide quality services.

1. Support recruitment efforts and ensure the City is competitive in today's labour climate.
2. Foster an empowered workforce in a supportive and encouraging working environment.

GOAL 3 - OBJECTIVE 3 Reduce traffic congestion on city streets, Highway 97 and Okanagan Lake bridge.

1. Promote Transportation Demand Management principles.
2. Encourage sidewalk, bike lane construction and pedestrian connections.
3. Work with senior levels of government to seek funds for road improvements.

GOAL 3 - OBJECTIVE 4 Realize construction of housing forms and prices that meet the needs of Kelowna residents.

1. Work with the development community to pursue recommendations from Council that arise from the work of the Affordable and Special Needs Housing Task Force.

GOAL 3 - OBJECTIVE 5 Achieve accessible, high quality living and working environments.

1. Work with community on fund-raising campaigns such as United Way, Heart and Stroke, Run for the Cure.

GOAL 3 – OBJECTIVE 6 Provide infrastructure (utilities, transportation, parks, facilities) that keeps pace with population growth and evolving opportunities.

1. Ensure sound fiscal management results in sufficient reserves for infrastructure development.
2. Seek infrastructure grants with senior levels of government.

GOAL 3 - OBJECTIVE 8 Provide meaningful opportunities for a broader range of input from residents and agencies on major directions taken by the city.

1. Review and enhance community consultation strategies.
2. Encourage public input and ensure input is sought early in the process to be effectively utilized in decision-making.
3. Promote knowledge of Council Committees and how to participate on these committees.



CITY MANAGEMENT

Department ID Section Descriptions

ADMINISTRATION

City Management provides advice and recommendations to City Council and advises Council on the financial condition and future needs of the City. It is the City Manager's responsibility to ensure that Council directives and policies are carried out. To oversee the preparation of annual budgets, programs and policy initiatives and establish standards and priorities to ensure the consistent delivery of high quality City services. To represent the City of Kelowna in discussions with the Provincial Government, local businesses and Kelowna citizens.

To improve the effectiveness of City of Kelowna internal and external communications and to ensure a more coordinated approach to communications. To increase public awareness of City programs and services and provide opportunities for citizen participation. Responsible for the development of standards for presenting the City of Kelowna with a consistent, positive and professional public image.

STRATEGIC PLAN/CORPORATE DEVELOPMENT

Funding is in place to provide updates to the City's Strategic Plan. In 2007, funding was transferred in to provide for Corporate Development requirements.

EXTERNAL AUDIT

To provide for the annual audit of the City's financial statements as required by the Community Charter.

RECEPTION

To provide initial contact and information for visitors directly in City Hall and through the telephone system. To administer the mailing services and photocopying of documents for the City.

VISITORS & CONVENTION

This section provides for the City's promotion and marketing services currently under agreement with Tourism Kelowna. This area also supports Sister City visits and promotions.

PERFORMANCE MEASURES

PROGRAM INPUT MEASURES	Actual 2007	Revised Adopted 2008	Financial Plan 2009
021 ADMINISTRATION	686,805	864,285	921,307
022 STRATEGIC PLAN/CORPORATE DEV'T	208,950	215,573	67,091
025 EXTERNAL AUDIT	47,436	35,000	35,000
129 RECEPTION	186,010	186,025	189,861
193 VISITORS & CONVENTION	348,930	348,930	348,930
Total Net Operating Expenditures	1,478,131	1,649,813	1,562,189

CITY MANAGEMENT

PERFORMANCE MEASURES

	Actual 2007	Estimated 2008	Proposed 2009
PROGRAM OUTPUTS			
# of News Releases	279	275	275
# of Correspondence	1,698	2,300	1,800
Ask Inbox	3,470	4,100	4,200
# of Kudos received	50	50	50
Website Visits	2,174,651	2,709,000	3,000,000
PROGRAM OUTCOMES			
News Releases - Media coverage	100%	100%	100%
WCB Merit Rating	33%	33.8%	36%
# of WCB Claims	36	50	30
Hours Lost	475	650	450
Reserves meet Priority 1 10 Year Capital Plan Requirements	100%	100%	100%
Financial Planning Strategies (10) being met	9	9	9
EFFICIENCY MEASURES			
Correspondence - Turn around time (days)	5.8	4	4
Ask Inbox - Turn around time (days)	1.5	1	1
CUSTOMER SATISFACTION			
Accessibility of City Staff	81%	NA	NA
Opportunities for public input	76%	NA	NA
Customer Service	88%	NA	NA
The City is effective in communication with me		27%	37%
I receive information from the City in a timely manner		23%	33%
Visit City website - preferred info source		22%	30%
INNOVATION AND LEARNING			
Number of training opportunities (staff courses)*	11	12	8
Training Programs*	NA	400	400
Major Corporate Public Consultation Initiatives		3	5

* does not include safety training

CITY MANAGEMENT SUMMARY

REVENUES / EXPENDITURES BY CATEGORY

	ACTUAL 2007	REVISED ADOPTED 2008	FINANCIAL PLAN 2009
<u>REVENUE</u>			
FEES AND CHARGES	(38,958)	(6,510)	(7,174)
OTHER REVENUE	(1,463,661)	(1,115,000)	(1,115,000)
TRANSFERS FROM FUNDS	(4,611)	(209,970)	(50,000)
Special (Stat Reserve) Funds			
Development Cost Charge Funds			
Accumulated Surplus	(4,611)	(209,970)	(50,000)
TOTAL REVENUE	<u>(1,507,230)</u>	<u>(1,331,480)</u>	<u>(1,172,174)</u>
<u>EXPENDITURES</u>			
SALARIES & WAGES	807,053	1,013,748	897,532
INTERNAL EQUIPMENT	11,437	11,660	12,477
MATERIAL & OTHER	1,739,973	1,609,455	1,477,924
CONTRACT SERVICES	346,676	346,430	346,430
DEBT			
INTERNAL ALLOCATIONS			
TRANSFERS TO FUNDS	80,222		
Special (Stat Reserve) Funds			
Development Cost Charge Funds			
Accumulated Surplus	80,222		
TOTAL EXPENDITURES	<u>2,985,361</u>	<u>2,981,293</u>	<u>2,734,363</u>
NET OPERATING EXPENDITURES	1,478,131	1,649,813	1,562,189
CAPITAL EXPENDITURES			
FROM TAX DEMAND			
OTHER FUNDING SOURCES			
GROSS CAPITAL EXPENDITURES	<u> </u>	<u> </u>	<u> </u>
NET OPERATING & CAPITAL EXP.	1,478,131	1,649,813	1,562,189

AUTHORIZED F.T.E. POSITIONS

	BUDGETED FTE'S 2007	ACTUAL 2007	REVISED ADOPTED 2008	FINANCIAL PLAN 2009
<i>Salaried</i>	8.4	7.0	9.2	8.9
<i>Hourly</i>				
<i>Contract</i>				

CITY MANAGEMENT

Description of Program Changes	2009 Gross Cost Change	2009 Net Impact	2009 FTE
1) 2008 One-time Supplementals	\$134,470	\$0	
2) Annualized 2008 Budget Costs	\$50,600	\$50,600	0.25
3) Leased Vehicle Costs	\$881	\$92	
4) Salary Adjustments	\$37,776	(\$161,306)	-1.00
5) Departmental Adjustments	\$3,000	\$3,000	
6) 2009 Supplementals	\$19,990	\$19,990	0.50
Total Changes for 2009	\$246,717	(\$87,624)	-0.25
Unfunded 2009 Requests			
1) 2009 Supplementals	\$81,950	\$81,950	0.38
Total Unfunded Requests for 2009	\$81,950	\$81,950	0.38



**2009 SUPPLEMENTAL REQUEST SUMMARY
PROVISIONAL BUDGET
BY DEPARTMENT**

<u>ACCOUNT NUMBER</u>	<u>DESCRIPTION</u>	<u>GROSS AMOUNT</u>	<u>REVENUE</u>	<u>FUNDING SOURCE</u>	<u>NET AMOUNT</u>	<u>ONE-TIME ONGOING</u>
<u>CITY MANAGEMENT</u>						
511-10-021-0-001	COMMUNICATIONS ASSISTANT	62,110			62,110	ON-GOING
511-10-021-0-001	PERFORMANCE IMPROVEMENT CONSULTANT *	(42,120)			(42,120)	ON-GOING
	DEPARTMENT TOTALS	<u>19,990</u>	<u>0</u>		<u>19,990</u>	
<u>CITY MANAGEMENT - PRIORITY 2</u>						
311-10-021-0-021	COMMUNICATIONS AUDIT	35,000			35,000	ONE-TIME
311-10-021-0-025	COMMUNITY ENGAGEMENT MODEL	15,000			15,000	ON-GOING
511-10-021-0-001	COMMUNICATIONS SPECIALIST-ENGAGE	31,950			31,950	ON-GOING
	DEPARTMENT TOTALS	<u>81,950</u>	<u>0</u>		<u>81,950</u>	

* Supplemental is located in Recreation, Parks & Cultural Services



CITY OF KELOWNA

2009 SUPPLEMENTAL REQUEST DETAILS

DEPARTMENT: **COMMUNITY AND MEDIA RELATIONS**

DEPT. ID: **CITY MANAGEMENT**

DESCRIPTION:	NEW or EXPANDED Program?	NEW
COMMUNICATIONS ASSISTANT		

JUSTIFICATION:
 According to a 2007 Statistics Canada Survey internet usage increased to 73% from 68% in 2005; rates are higher in BC with 83% of people in Victoria using the internet. The web remains popular to find government and health information.

www.kelowna.ca receives approximately 50,000 unique hits per month. In 2008 a City Projects page was created with a link on the home page, the result was an increase of 283% hits (270 hits vs. 70 per week) just through improved navigation and content grouping. In 2008 an on-line survey regarding off-leash dog parks received 620 responses illustrating the popularity of the internet to provide input on community issues.

Communications currently receives many complaints from the public and staff on the difficulty of accessing information and out of date information on kelowna.ca; with no one dedicated to web content and navigation it is difficult to keep up.

Funding would help to ensure the City website is a cost-effective, timely, accurate and up to date source of information for the community with a focus on navigation, home page content, building new pages and on-line surveys and coordination of 25+ departmental content providers.

STRATEGIC PLAN OBJECTIVE:
 Goal 3, Objective 8 - Provide meaningful opportunities for a broader range of input from residents and agencies on major directions taken by the City.

CONSEQUENCES OF NOT FUNDING:
 It will be difficult to position the website as a place for relevant, timely, accurate and cost-effective information regarding City initiatives.

Acct-Fund-Dept-Prog-Class	DESCRIPTION	2009 AMOUNT	2010 AMOUNT	2011 AMOUNT
511-10-021-0-001	Salary (12 months in 2009)	62,110	62,110	62,110

TOTAL COST ADDITION	62,110	62,110	62,110
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FUTURE BUDGET IMPACT	ON-GOING	X	
	ONE-TIME		
SPECIAL REMARKS	PRIORITY: 1		

CITY OF KELOWNA

2009 SUPPLEMENTAL REQUEST DETAILS

DEPARTMENT: CITY MANAGEMENT

DEPT. ID: CITY MANAGEMENT

DESCRIPTION:	NEW or EXPANDED Program?	NEW		
COMMUNICATIONS AUDIT				
JUSTIFICATION:				
<p>The 2008 Citizens Survey indicated only 27.3% of respondents felt the City was effectively communicating with them and only 22.6% felt they received important information from the City in a timely manner.</p> <p>Funding is requested to conduct a community communications survey and follow up focus groups to determine 1) awareness of City programs, services and policies 2) level of information/engagement the community would like on various issues and programs 3) how the community prefers to receive information or be consulted and 4) timing of information.</p> <p>The second phase is to conduct an internal communications audit to determine what type of communications are occurring and when, and what communications channels are used to communicate. The above research would also be used to help develop the <i>engage!</i> framework and determine opportunities for cost savings.</p> <p>The new Community and Media Relations Department offers an opportunity to provide a more coordinated and effective approach to communications; research is key to better understanding our communities needs.</p>				
STRATEGIC PLAN OBJECTIVE:				
Goal 2, Objective 5 - To foster the social and physical well-being of residents and visitors.				
CONSEQUENCES OF NOT FUNDING:				
The City will not have the ability to coordinate current resources to match community needs.				
Acct-Fund-Dept-Prog-Class	DESCRIPTION	2009 AMOUNT	2010 AMOUNT	2011 AMOUNT
311-10-021-0-021	Communications Audit	35,000		
TOTAL COST ADDITION		35,000	-	-
FUTURE BUDGET IMPACT		ON-GOING ONE-TIME		
		X		
SPECIAL REMARKS		PRIORITY: 2		

CITY OF KELOWNA

2009 SUPPLEMENTAL REQUEST DETAILS

DEPARTMENT: CITY MANAGEMENT

DEPT. ID: CITY MANAGEMENT

DESCRIPTION:	NEW or EXPANDED Program?	NEW		
COMMUNITY ENGAGEMENT MODEL				
JUSTIFICATION:				
<p>To develop an engage! framework and toolkit to ensure all City staff and consultants use a consistent approach for stakeholder engagement ranging from informing to consulting.</p> <p>The funding will cover the purchase of the City of Calgary's engage! framework and tool kit, internal and external focus groups to customize the framework to meet the needs of our community and organization, the development of a training program to show staff how to use the framework and tool kit and development of engage! templates and toolkits for ease of implementation.</p>				
STRATEGIC PLAN OBJECTIVE:				
Goal 2, Objective 5 - To foster the social and physical well-being of residents and visitors.				
CONSEQUENCES OF NOT FUNDING:				
The City will continue to engage the community on an ad hoc basis which could result in staff not using the right level of stakeholder engagement for the project and the right people not having the right information at the right time to make informed decisions.				
Acct-Fund-Dept-Prog-Class	DESCRIPTION	2009 AMOUNT	2010 AMOUNT	2011 AMOUNT
311-10-021-0-025	Consultation framework & policy dev.	15,000		
TOTAL COST ADDITION		15,000	-	-
FUTURE BUDGET IMPACT		ON-GOING ONE-TIME	X	
SPECIAL REMARKS			PRIORITY:	2

CITY OF KELOWNA

2009 SUPPLEMENTAL REQUEST DETAILS

DEPARTMENT: **COMMUNITY AND MEDIA RELATIONS**

DEPT. ID: **CITY MANAGEMENT**

DESCRIPTION:	NEW or EXPANDED Program?	EXPANDED
COMMUNICATIONS SPECIALIST-ENGAGE		

JUSTIFICATION:

To enhance Community and Media Relations ability to assist with large corporate public consultation initiatives, deliver timely information both internally and externally, and offer a wide range of marketing and communications expertise to all departments.

In 2008 communications assisted with the following public consultation initiatives; Downtown CD Plan, Central Green, Rutland Parks and Open Space Plan, 2030 Official Community Plan, Location of Additional Off-Leash Dog Parks, Mountain Bike Strategy, Stuart Park, Ellis Street Streetscaping and Rutland Streetscaping among others.

STRATEGIC PLAN OBJECTIVE:

Goal 3, Objective 8 - Provide meaningful opportunities for a broader range of input from residents and agencies on major directions taken by the City.

CONSEQUENCES OF NOT FUNDING:

Will be difficult to allocate resources as required; as a result there may be missed opportunity for public input on key projects and awareness regarding key programs and projects.

Acct-Fund-Dept-Prog-Class	DESCRIPTION	2009 AMOUNT	2010 AMOUNT	2011 AMOUNT
511-10-021-0-001	Salary (9 months in 2009)	31,950	42,600	42,600

TOTAL COST ADDITION	31,950	42,600	42,600
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FUTURE BUDGET IMPACT	ON-GOING	X
	ONE-TIME	
SPECIAL REMARKS	PRIORITY: 2	