

Council Study Session

October 18, 2021

Agenda Item	General Fund Supported Services: Administration & SOU Survey Budget	
From	Gary Milliman	City Manager Pro Tem
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Item Type	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input type="checkbox"/> Presentation <input checked="" type="checkbox"/>	

SUMMARY

Financial review of Administration budget

BACKGROUND AND ADDITIONAL INFORMATION

So, what's in "Administration." Listed here are the divisions within what is termed "Administration" with the number of full time employees and corresponding budget. I have listed the major non-employee expenditures within each of those divisions, as well as a few comments.

- The Mayor and City Council (\$215,562)
- The City Manager (2 FTE) (\$2,677.426)
 - Some of the major non-general management "costs" assigned to this budget are:
 - Economic and Cultural Grants, \$586,338
 - Conservation programs, \$263,570
 - Parking enforcement, \$200,000
 - RVTV services, \$75,000
 - Economic Development Professional Services, \$75,000
 - Tourism promotion, \$30,000
 - Public Art Program, \$25,000
 - Economic Development Dues, \$20,000
 - The City Manager's Office provides staff support to three Commissions.
 - The community outreach position was eliminated; the Deputy City Manager position remains unfunded and unfilled.
- Human Resources (2 FTE) (\$533,277)
 - Includes costs such as Commercial Drivers License physical examinations, recruitment advertising \$85,000,
 - With the elimination of the Risk Management position, this function has now been assumed by HR.

Note: both Roseburg (pop. 23,000) and Brookings (pop,6,500) have the same number of employees working in the City Manager's Office and HR.

- The City Attorney (2.5 FTE) (\$529,698)
 - Two full-time attorneys and a half-time attorney currently assigned to Municipal Court prosecutions.

- Municipal Court (4.4 FTE)(\$593,956)
 - This budget does not include the cost of prosecution, which is included in the City Attorney budget; if included this would show the Court as a \$638,956 cost.
 - Expenses for this department include \$12,000/year for software maintenance, Court-Appointed Attorney, Pro-Tem Judge, and jury trials, as well as significant costs related to communicating with defendants and potential jurors.
- IT (6.7) FTE)(\$1,375,104)
 - Provides IT services to all departments.
 - Two positions eliminated in current year budget.
 - One vacant network security position.
 - \$100,000 lifecycle replacement of outdated PCs.
 - \$98,000 air conditioning in City data center project.
 - \$70,000 replacement of security firewall.
- AFN (6.75 FTE)(\$2,539,533)
 - AFN is, essentially, a utility enterprise like water, sewer and electricity. Why is AFN in the Administration budget and not its own stand-alone enterprise fund? This division is now under the direct supervision of Electric Utility Director Tom McBartlett.
- Finance (4 FTE)(\$1,063,175)
 - Includes 1 FTE assigned to purchasing
- Customer Service (Utility Billing) (5 FTE)(\$706,365)
- Accounting (6 FTE)(\$1,071,913)
- Risk Management (0 FTE)(\$1,608,460)
 - Liability, property and workers compensation insurance premiums and self-funded losses.
 - Staff is currently working on some long-range changes to reduce risk and costs.
- City Recorder (1 FTE)(\$175,183)
- City Band (1 FTE)(\$58,849)
 - The band is required in the Charter.
- Health Insurance Benefits for all City Employees (\$6,005,585)
 - The City Manager Pro Tem and Interim Finance Director recommend that this cost be redistributed to the departments.

SUGGESTED NEXT STEPS

None

ATTACHMENTS

Attachment 1 – Ashland Comparison Chart

Attachment 2 – SOU Memo and Survey

	Roseburg	Ashland
Population	25,000	21,000
Acres of Parks	428	785*
Largest Park	263	93
Number of Parks	20	17
Total Budget (All Funds)		

Staffing

City Manager	6	4
City Attorney		2.5
Community Development	6	15
Electric Utility		
Electric		17.5
Energy Conservation		3.3

Finance	6.3	6.7
Fire	42	37
Information Technology	3	
AFN		6.75
Library	3.5	0
Municipal Court	3.2	4.41
Parks and Recreation	15.25	34.75

Police	43	42.25
Public Works	26.5	22.5
Cemetery		2.2
Wastewater		13.3
Water	17	16
Water Conservation		1

TOTAL

* Includes 463 acres of forest, 17 landscaped areas and 30 miles of trails.

CITY OF ASHLAND
GARY MILLIMAN, CITY MANAGER PRO TEM
MEMORANDUM

TO: Mayor and City Council

DATE: October 11, 2021

SUBJECT: SOU Survey

Attached is a budget proposal from Southern Oregon University to undertake a community survey as included in the plan to vet the City's long range financial planning with the community. This survey would take place in January.

This project would also require a community outreach program to be performed by the City to make citizens aware of the survey and the importance of the survey. It will also require the development and vetting of questions. SOU staff is recommending that the City provide neutral pro and con "arguments" for the questions, and that a webpage be developed to provide more information concerning the issues that would be raised in the survey.

A cover letter followed by a survey questionnaire would be mailed to 11,000 Ashland addresses, using the City's utility billing address file as the source.

The contract cost could be reduced if the City would do the printing and/or mailing of the survey. Postage includes the \$0.20 cost of bulk mailing to the 11,000 households (2 mailings) and the cost of a First Class return postage.

A question was also raised concerning the demographic information to be requested from the respondents.

I will be bringing this matter to the City Council for discussion at the study session on October 18.

DRAFT BUDGET FOR ASHLAND BUDGET SURVEY

ESTIMATE					
	<i>Volume</i>	<i>Description</i>	<i>Hours</i>	<i>Unit Cost</i>	<i>Budget</i>
Printing & Stuffing					
Intro letter	11,000			\$0.07	\$770.00
Surveys (printed) (one mailing only)	11,000	2 pages, double-sided, paper, staple, printing		\$0.36	\$3,960.00
Cover letters printed (one mailing only) OR staple cover letter to survey	11,000	1 page, single side, paper and printing		\$0.07	\$770.00
#10 window envelopes for intro letter, survey	22,000	Printed, materials price includes boxes of 500		\$0.13	\$2,860.00
BRM envelopes (#9 - 4" x 9 1/2")	11,000	Printed, materials price includes boxes of 500		\$0.09	\$990.00
Stuffing charge from print and copy?					
Verifiable data charge cover letters, surveys	3			\$20.00	\$60.00
Sticker "survey enclosed" - 1" x 2 5/8" labels (2,000 labels/box)	6	\$21.99 for a box		\$21.99	\$131.94
Office copying					\$40.00
Survey layout				\$300.00	\$300.00
				TOTAL	\$9,111.94
Postage and Mailing					
Intro letter	11,000			\$0.20	\$2,200.00
Bulk Mail surveys, including sticker	11,000	Postage for Cover letter & survey		\$0.20	\$2,200.00
Intro letter 1st Class return service requested due to bad addresses	800	due to bad addresses		\$0.58	\$464.00
Undeliv. returns of surveys (placeholder if we don't send intro letter)	0	Estimate of undeliverable surveys		\$0.58	\$0.00
Re-mail new surveys - assuming we will have requests for new surveys	300		1	\$0.58	\$174.00
BRMs - assuming optimistic 30% response rate	3,300			\$0.58	\$1,914.00
				TOTAL	\$4,752.00
Misc Supplies					
				TOTAL	\$40.00
Printing, Postage, Supplies Subtotal					
					\$13,903.94
Labor Subtotal (Right now labor only includes data entry but not stuffing for students)					
				TOTAL	\$12,492.00
Project Subtotal					
					\$26,395.94
Indirect Cost Recovery 25.2%				Indirect Cost Rec	\$6,651.78
Project Total				Project TOTAL	\$33,047.72